

LIFE

IN THIS ISSUE

THE GREAT HABSBURG ART SHOW

12 PAGES OF COLOR



SWEDEN'S
IDEAL TYPE

OCTOBER 24, 1949

20

CENTS

YEARLY SUBSCRIPTION \$6.00

Keep yourself out of this picture!



"ZERONE" \$1.25

Economical... needs only an occasional check-up. Contains a patented chemical anti-rust ingredient. It's your biggest value in a low-priced anti-freeze. More motorists use it than any other brand.



Get a DuPont anti-freeze

"ZEREX" \$3.50

Permanent-type... one filling lasts all winter in a properly serviced system. Patented chemical anti-rust ingredient helps keep a clean cooling system clean. There's no finer anti-freeze.



DU PONT

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

For great entertainment by great stars, don't miss the Du Pont "Cavalcade of America"—an NBC, Tuesday evenings

FINEST TONE EVER ACHIEVED FROM RECORDED MUSIC

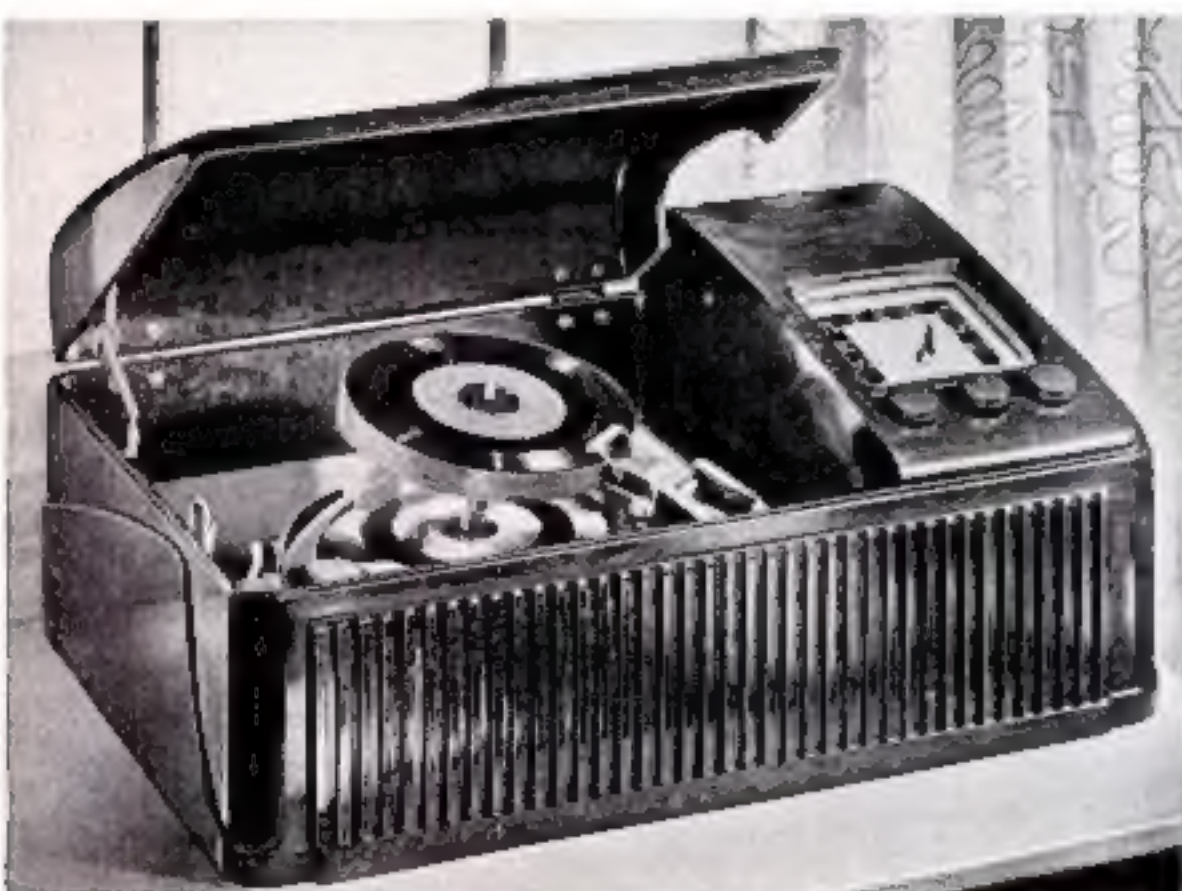


Sensational New
PHILCO Phonograph
plays all records,
all sizes, all speeds
AUTOMATICALLY
with a
SINGLE TONE ARM

- New super-powered, highly sensitive AM-FM radio — new Philco Super-Tone feather-weight Reproducer — new Philco all-record, all-automatic record changer — in a beautifully styled mahogany veneer cabinet — the finest radio-phonograph Philco has ever built in 19 years of unbroken leadership. Philco model 1721 shown above.

Only **\$199⁹⁵**

Slightly higher Denver and West



You'll hardly believe your own ears! For this magnificent new Philco plays not only the newest type records, but also the old conventional records with the finest tone and the greatest fidelity ever achieved in recorded music.

The secret lies in the new Philco Super-Tone Reproducer—in which the principles that created the light weight pick-up for the new Microgroove records have been adapted to conventional records. The needle caresses all



The last word in a table radio-phonograph. It has the new high-powered, high sensitivity 1950 Philco AM radio. Also the new all record, fully automatic record changer and the new Philco Super-Tone Reproducer. See and hear Philco model 1422.

\$99⁹⁵

Slightly higher
Denver and West

records with just 1/5 ounce pressure, resulting in cleaner high notes, richer low notes and amazing freedom from distortion of any kind.

Now with long-playing records you may have more than 5 hours continuous music... with the new 7-inch records, at either 45 or 33 1/3 rpm, up to 70 minutes at one loading.

Yes, the new Philco record changer, the finest ever made, is fully automatic for all records, all sizes—with only one tone arm. Just set the needle, set the speed—and play.

But only your ears will tell you the full story of Philco's magnificent tone. Listen and you'll agree—the finest for '50 is Philco!

★ ★ ★

33 1/3 RPM long playing records are available from the following manufacturers:

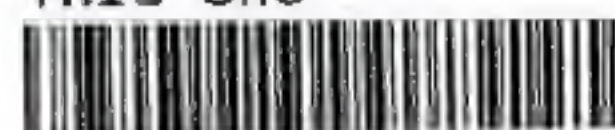
*Allegro ★ Capitol ★ Cetra Soria ★ Columbia
Decca ★ London ★ Mercury ★ MGM ★ Vax*



The finest for '50 is

PHILCO

This One



LGQ9-226-EAL1

Copyrighted material



Your baby's skin really is thinner, more sensitive than yours



Studies show baby's skin chafes more easily than an adult's



He depends on you to guard his thinner skin from harm

Baby's thinner skin needs gentlest care



Soft as old Linen

Scott Tissue, "Soft As Old Linen," Reg. U. S. Pat. Off.

\$75,000.00 CASH Must Be Won!

Can YOU Solve This Clever Little Puzzle?

It's a sample of the kind of puzzles you'll enjoy solving in this new \$75,000.00 Contest. See "how to solve it" explanation below.



The Correct (Last) Name for This Puzzle Appears Below:

John Paul JONES, Alfred E. SMITH, Jesse JAMES, Patrick HENRY, John ADAMS, Ulysses S. GRANT

This puzzle represents a well-known name. The correct name is one of those listed under the puzzle. Let's work it out together and see how the puzzles are solved:

First let's identify the objects pictured: LIGHTHOUSE... LOG... HEN. Let us jot down LIGHTHOUSE, to which we add N M (abbreviation of New Mexico) as directed by the plus sign. We thus now have LIGHTHOUSENM. We are next told (by the minus sign) to subtract LOG, so we cross out the letters LOG, leaving IHTHUSENM. Then we take away the letter U and HEN. Thus, crossing out

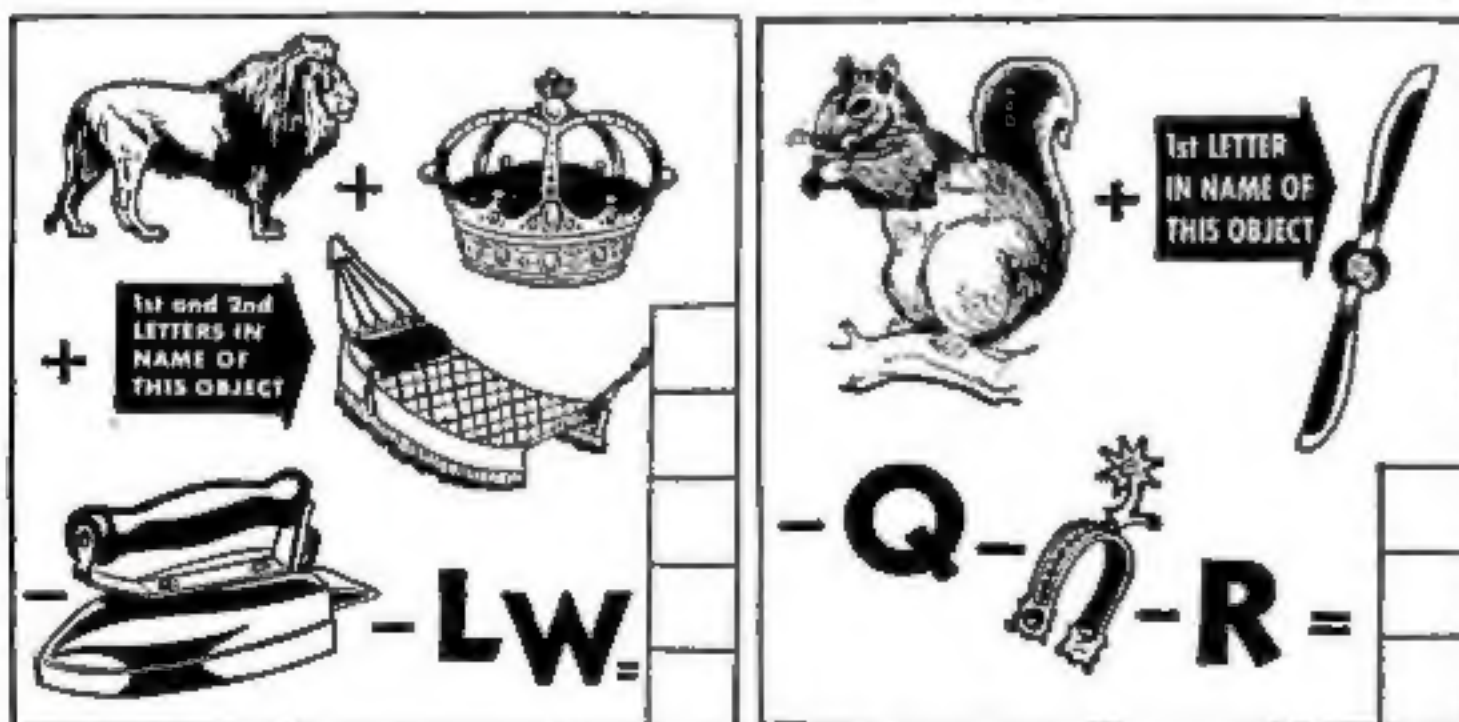
U and HEN, we are finally left with I T H S M. So we fit those letters into the squares to the right of the equal sign, and they fit exactly (five letters, five squares).

But now we must unscramble and rearrange those letters to form a well-known name. What name can it be? Can it be THIMS? No! Can it be MITHS? No! Can it be SMITH? Why, sure enough there's Alfred E. SMITH in the list under the puzzle.

Get the idea? Then mail coupon below for 33 official puzzles and full details. They're yours FREE of obligation.

NOW TRY YOUR SKILL

Below are two of the 33 Official Puzzles. If you can solve them, by all means mail coupon for official set of 33, with full details. No obligation.



The correct (last) name for this puzzle appears below:
John BROWN
Daniel DAFOE
Thomas PAINE

George M. COHAN
Samuel F. B. MORSE
Wm. J. BRYAN

The correct (last) name for this puzzle appears below:
Edgar Allan POE
Joseph LIE
John M. HAY

Francis Scott KEY
Samuel S. COX
Edward W. BOK

\$8,000! \$16,000! \$26,000! \$42,000!
as much as **\$50,000** may be YOURS
in this brand-new, fun-to-do, BIG
MONEY Puzzle Contest. Mail Coupon!

Take advantage of this Golden Opportunity to win a huge fortune—as much as \$50,000.00 cash—while enjoying a set of fascinating puzzles that are NEW and DELIGHTFUL... puzzles that are fun to solve, an exciting challenge and perhaps your key to riches!

HERE'S HOW you get started right now in this new \$75,000 contest:—1. Study the sample puzzle at left. Read carefully the how-to-solve-it explanation below the puzzle. 2. Next try your skill at solving 2 of the official contest puzzles picked at random and reproduced at bottom of this page. 3. Then, if you like the idea of these puzzles and want to win part of that \$75,000, mail coupon and you'll be rushed the 33 Official Contest Puzzles and complete contest details absolutely FREE of cost or obligation. Act now—you've nothing to lose and perhaps \$50,000 to gain!

No slogans or letters to write!

We think you will agree it's a contest that's wonderfully fair as well as great fun for everybody when you get the simple contest details and 33 official puzzles which will be rushed to you FREE when you mail coupon below. There are no letters or slogans to write and neither neatness nor decoration of answers count. This is a PUZZLE contest!

Who Is Conducting This Contest and Why

This brand new \$75,000.00 Puzzle Contest is sponsored by The Fiction Book Club—the nationally known publishing organization that provides its hundreds of thousands of members with outstanding new best-selling novels at savings of up to 50% from the price of publishers' editions. You do NOT need to know anything about literature to win, and mailing the coupon for details does not obligate you in any way.

In a recent contest The Fiction Book Club paid out more than \$50,000.00 in cash prizes. And now comes this new \$75,000.00 Contest as another important part of the Club's consistent, large scale advertising program designed to win thousands of new members. During the past year alone, The Fiction Book Club has spent more than a million dollars in advertising... in such famous magazines as Life, Look, Redbook, Woman's Home Companion, McCall's, American Weekly, etc. All this advertising has built a business serving hundreds of thousands of members. When you receive full details of this \$75,000.00 contest and become a member yourself or introduce friends to membership, you will be eligible to compete for a share of the prizes. So don't delay. Mail coupon now for FREE Official Puzzles and complete contest details—entirely without obligation.



THIS MAY BE YOUR TIME TO WIN!

and there's more money to win too!

Winners of the previous Fiction Book Club Puzzle Contest included Robert F. Hamann, 6748 North Odell, Chicago (shown above) who won \$12,067.00; Harry Messer of 97 Cedarhurst Ave., Cedarhurst, N. Y., who won \$12,067.00; and Mrs. W. C. Peters, 410 North Rosemore Ave., Los Angeles, who won \$12,067.00 and a Buick Convertible. Hundreds of additional prizes were awarded.

NOW YOU MAY WIN

\$50,000 or
\$42,000 or
\$26,000 or
\$16,000

Mail Coupon TODAY for Official Puzzles and Details FREE of obligation!

New \$75,000 Puzzle Contest Sponsored by The FICTION BOOK CLUB

Main Office: NEW YORK 13, N. Y. • Contest Headquarters: CHICAGO 40, ILL.

Send No Money!—Mail Coupon NOW!
33 Puzzles and Full Details... Yours Without Obligation

TO FICTION BOOK CLUB CONTEST HEADQUARTERS
4735 NO. RAVENSWOOD AVE., DEPT. 262
CHICAGO 40, ILL.

I am interested in winning \$50,000.00. Without any charge or obligation to me, send me full details of your \$75,000.00 Puzzle Contest, including rules, full list of 300 cash prizes and the 33 Official Puzzles.

Name _____
(Please Print Plainly)
Address _____
City _____ State _____
(Zone No. if any)



Mail Coupon TODAY and learn how YOU MAY WIN as an EXTRA PRIZE FOR FAST ACTION this fashionable new

BUICK
"RIVIERA"

EXTRA PRIZE FOR FAST ACTION →

Win up to \$50,000 CASH! Mail Coupon NOW for Official Puzzles!

The first and only really effective deodorant soap!

DIAL soap stops odor before it starts!



GUARANTEED to keep you fresh round the clock because DIAL removes skin bacteria that cause perspiration odor!

Dial not only promises you *over-all* freshness round the clock—Dial *guarantees* it! For Dial with AT-7 removes the major cause of perspiration odor—doesn't merely "cover up." AT-7 is the only ingredient known to keep its antiseptic power effective in soap. Dial does *not* stop healthful perspiration but *does* stop odor, so your clothes

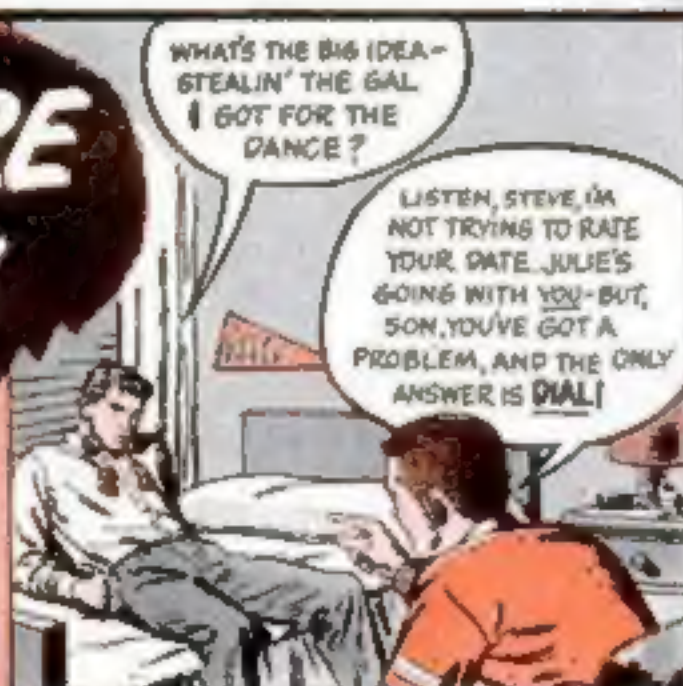
stay clean smelling, too. And Dial smells *good*—not strong, not sissy.

Complete Protection! Mild, kind—Dial is rich-lathering and thorough-cleansing—perfect for complexions, too. Use Dial and you need only this *one* soap in the bathroom. Dial is a large, long-lasting bar!

Tune in STARS OVER HOLLYWOOD, CBS, Every Saturday

Money-back guarantee! Dial is unconditionally guaranteed to keep you fresh round the clock. Bathe with DIAL for just 7 days and see. If you aren't completely satisfied with DIAL deodorant soap, mail the unused portion to Armour and Company, 1355 West 31st Street, Chicago 9, Illinois. The full purchase price will be sent you at once.

A & Co.



NO OTHER REFRIGERATOR CAN EXCEL THE **G-E RECORD OF PERFORMANCE!**

Choose from these and other
outstanding G-E models!



Refrigerator-Home Freezer combination with separate doors. Each compartment is separately refrigerated and insulated. Top compartment is a complete Home Freezer. It can provide ZERO temperature at all times. Will freeze foods and store up to 53 pounds of frozen foods. Bottom compartment is a General Electric Space Maker Refrigerator that never needs defrosting.



More than 8 cubic feet of refrigerated storage space in this popular-priced Space Maker refrigerator. Offers a third more space than old-style 6-cubic-foot models. Has practically all of the convenience features found in the de luxe model, including the "trigger-action" door latch, which automatically closes the door for you at a touch.



De luxe 10-cubic-foot General Electric Space Maker for average to large families. Offers one-fourth more refrigerated storage space than old-style 8-cubic-foot models—yet takes up no more floor space. Scores of outstanding features include special butter conditioner, extra-large bottle-storage space, big freezing compartment, 6-inch-deep drawers for fruits and vegetables, sliding "hostess shelf," defrosting indicator, stainless-steel shelves and wire utility basket.

Why all 3 offer utmost dependability

OF THE MILLIONS of General Electric Refrigerators in use, more than 2,000,000 have been in service **TEN YEARS OR LONGER!** Many as long as fifteen and twenty years! Just as no other refrigerator can surpass this record, no other make of refrigerators can surpass the ones shown here.

Reason? This year-in, year-out dependability

results from the famous sealed-in refrigerating system—pioneered and perfected by General Electric.

Look far, far into the future. Divide dollars by years and years of dependability—and you'll know why you should see your General Electric retailer today! General Electric Company, Bridgeport 2, Connecticut.

GENERAL  **ELECTRIC**

One cream is all you need
for a complete beauty treatment
when the cream is Jergens
Face Cream enriched with new
and precious Vitone.



Vitone your skin...
be younger-looking, kissable!



LOVABLE!... the look Jergens Face Cream enriched with Vitone gives your skin! A soft glow... a clear, fresh, younger look. Vitone is a skin-smoother called finer than Lanolin, perfect for delicate skin. So Vitone your skin... cleanse it, soften it, tone it to a beauty that asks to be kissed!

Gentle Jergens Face Cream is all-purpose... a "complete facial" in one jar! Use it as a cleanser, a softener, a dry skin cream, a powder base. This Vitone-rich cream costs no more than ordinary creams. 20¢ to \$1.39 (plus tax).



Doctors' tests show
8 out of 10 complexions improved
with Jergens Face Cream.

Jergens Face Cream

LETTERS TO THE EDITORS

HIGHEST MOUNTAIN?

Sirs:

Your recent account of the latest chapter in the fabulous history of Amnyi Machen (*LIFE*, Oct. 3) is most interesting. Clark's pictures are the best yet to come out of this remote part of China. . . . However his lack of accuracy in important descriptive details, the fact that his pictures do not tally with Dr. Rock's or Moon Chin's, and his weak survey procedure still leave the exact position, appearance and altitude of elusive Amnyi Machen veiled in mystery. He may have seen and photographed it, but his story and figures wouldn't convince a scientific skeptic!

BRADFORD WASHBURN
Director

Boston Museum of Science
Boston, Mass.

Sirs:

This Amnyi Machen jinx business is very interesting. While on an off-course Hump flight in 1943 I sighted what I thought later to be Amnyi Machen in the Kunlun range. (At the time I wasn't sure; my flight maps didn't extend that far north.)

Shortly thereafter my crew and I had to bail out of our disabled plane in the northern Salween range, which rises above 16,000 feet. We spent 35 days trekking to our air base. Following that, in China, I was plagued with a series of forced landings, one of which necessitated a four-day trek out of Yangtze country. Then a friend of mine told me he had seen "the thing" while on a flight from Chengtu. A few flights later he disappeared and was never heard from again.

It is easy to sit here in the States and pooh-pooh the jinx, but one can gain insight into the Tibetan tribal religions after spending some time in the eerie silence that underlies the constant, moaning winds.

TED CARMACK

Los Angeles, Calif.

Sirs:

I am interested to find out what became of Clark's trouble with the Chinese authorities over the deaths of an American and an Englishman.

JOSEPH RENSTAK

Newark, N. J.

● Clark was charged with manslaughter by the Chinese authorities on Oct. 5. On Oct. 11 he was released from jail, subject to call at some future date.—ED.

POLIO PEEKERS

Sirs:

In connection with your pictures of the polio peekers (*LIFE*, Oct. 3), you might be interested in the method of



the gentleman in the enclosed picture who utilized his car. Incidentally the patient recovered.

HERBERT MAZUR, M. D.
St. Louis, Mo.

Gives hair that



"just-combed" look



all day long!

'Vaseline' Cream Hair Tonic is the **ONLY** hair tonic which contains new, wonder-working **VIRATOL**. This special compound helps make your hair **LOOK** natural, **FEEL** natural . . . stay in place **HOURS LONGER**.

Just rub a little 'Vaseline' **CREAM** Hair Tonic on your hair each morning . . . then **COMB** it and **FORGET** it! 'Vaseline' Cream Hair Tonic is good for your **SCALP**, too. Contains Triple-A **LANOLIN** . . . checks loose **DANDRUFF**. Try a bottle today! Satisfaction guaranteed or your money back.



Tops in entertainment
DR. CHRISTIAN, starring **JEAN HERSHOLT**,
on CBS every Wednesday night.
VASELINE is the registered trade mark of the
Chesebrough Mfg. Co., Cos.'s

CONTINUED ON PAGE 1

\$1,000,000 ⁱⁿ Prizes

IN THE
Ford
CAR-SAFETY
CONTEST

HURRY! HURRY! CONTEST CLOSES OCTOBER 31st

700 PRIZES
including:

25
New Fords



4-door Custom V-8 FORD Sedans, complete with Radios, "Magic Air" Heaters, Overdrive, and white side wall tires.

5
New Ford Trucks
(OPTIONAL)



Heavy Duty Model F-5, V-8 engine, stake body, 158-inch wheelbase FORD Bonus-Built Trucks, with Radios and "Magic Air" Heaters. Optional as prizes to the top 5 of the 25 car winners who note preference for a truck on Contest Entry Blank.

25
\$1,000 U. S.
Savings Bonds

100
\$100 U. S.
Savings Bonds

200
\$50 U. S.
Savings Bonds

350
\$25 U. S.
Savings Bonds

Here's a wonderful opportunity to co-operate with the National Safety Council, the Inter-Industry Highway Safety Committee and other safety organizations in a vital program to promote safer driving. And, at the same time you can win one of the 700 valuable prizes.

Go to any Ford Dealer displaying the poster below. Regardless of your car or truck's make, he'll give it a safety check at absolutely no cost or obligation to you, put an attractive reflector insignia on it and give you a contest entry blank. Then, using no more than 50 additional words, finish the statement, "All cars and trucks should be safety-checked periodically because"

You'll think of dozens of good endings like this example: "All cars and trucks should be safety-checked periodically because it takes more than guesswork to keep you safe. It takes the periodic inspection of trained mechanics. It can save lives—maybe yours."

Ned H. Dearborn, President, National Safety Council, says: "Certainly every motorist should check and double-check the mechanical condition of his car for safety's sake. I am sure that this free check-up and safety contest with its attractive prizes will make Americans more safety-conscious . . . it will save lives."

Beat the rush. Get your free check-up and entry blank now, and maybe you'll be one of the lucky winners. Stop in at your Ford Dealer's whether you want to enter the contest or not. Get a free safety check and free safety insignia.

FORD DIVISION
FORD MOTOR COMPANY

HERE'S ALL YOU DO ! (NO MATTER WHAT MAKE OF CAR OR TRUCK YOU OWN)

- 1 Drive to your Ford Dealer displaying poster shown below.
- 2 Get a Free Car-Safety Check, Free Safety Insignia and Free Entry Blank.
- 3 In 50 words or less on entry blank finish this statement: "All cars and trucks should be safety-checked periodically because"
- 4 Mail entry before midnight October 31 to the Ford Car-Safety Contest Headquarters, Box 722, Chicago 77, Ill. Your entry must bear postmark no later than midnight Oct. 31, 1949, in order to qualify for an award.

- a) Use only the official contest entry blank which you can obtain at any Ford Dealership displaying the poster shown below. Print clearly your name and address.
- b) Contest is limited to the continental United States and Alaska.
- c) Prizes as stated on entry blank will be awarded on the basis of sincerity, originality and aptness by a Jury of

Awards consisting of prominent men interested in safety. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be submitted in the name of the registered owner or his designated representative.

Only one entry per car or truck may be considered. All entries become the property of Ford Motor Company. This contest is subject to Federal, State and local regu-

lations and to the official contest rules on entry blank.

- d) Winners' names will be posted at all Ford Dealers not later than December 1, 1949.
- e) Contest is open to all residents of continental United States, including Alaska, except employees of Ford Motor Company, Ford Dealers, their advertising agencies, and their families.

HERE'S WHAT
FORD
DEALERS
CHECK
FREE
IN YOUR CAR
OR TRUCK
(no matter what
the make)



1. BRAKES—You get a FREE check of brake pedal reserve and hand-brake operation.
2. STEERING—Steering linkage, springs and shock absorbers are checked and front tires are inspected for indications of improper alignment
3. HEADLIGHTS—Operation of upper and lower beams is checked.
4. REAR AND STOP LIGHTS—Operating condition is checked.

of front wheels.

5. TIRES—All tires including spare are checked for recommended inflation and for cuts and breaks in casing.
6. WINDSHIELD WIPERS—Blades are inspected for wiping efficiency and mechanism checked for operation.
7. MUFFLER—Checked for exhaust leaks.
8. GLASS—Windows and windshields inspected for cloudy, obscured vision. Glass and windshield cleaned of all dirt and view-obstructing stickers.
9. HORN—Horn and horn button are checked.
10. REAR VIEW MIRROR—Mirror is checked for cloudy, unsafe vision.

Get this
attractive reflector
insignia **FREE!**



LET'S
TAKE IT
EASY

GET **FREE** CAR SAFETY CHECK
—INSIGNIA
and ENTRY BLANK
—at all Ford Dealers where
you see this sign!



Enter **FORD'S**
\$100,000
Car Safety Contest
Today

GET YOUR FREE SAFETY CHECK AND ENTRY BLANK HERE



Ready-to-grind in seconds! Grinder quickly slips into Dormeyer's built-in Power Drive. Grinds raw or cooked meats, vegetables.



Ready instantly for jiffy juicing! Gets all rich "C" vitamins close to heart of grapefruit, oranges, lemons. MORE juice—saves money!

TESTS PROVE DORMEYER GIVES MORE FOR YOUR MIXER MONEY

Complete **Mixer** **Grinder** **Juicer** food-fixer with 17 wanted features

says HOME ARTS GUILD

"We have found that Dormeyer's 'MORE' features give 'MORE' favorable cooking results! Impartial tests conducted by the Home Arts Guild of Chicago confirmed the fact that the DORMEYER Food-Fixer rated first . . . point-by-point . . . above other nationally-advertised electric food mixers!"

Rene Robinson
Home Economics Director

POINT by POINT DORMEYER OUTFEATURES OTHER MIXERS

Built-In Power Unit	Color Harmony
Automatic Beater Release	Continuous Side-Center Mixing
Easiest Mixing Guide	Automatic Power Regulator
Recessed Base	Easier Storage
Modern Styling	Portable Mixing
Front-End Juicer	Easy Bowl Adjustment
Meat Grinder Attachment	Roll-away Draining
Continuous Rubber Footing	Lifetime Lubrication

Lower Price



Kitchen mixing easier, faster, better. Dial operated. Continuous full power at all speeds from mashing potatoes to high-speed beating.

You dial it **Dormeyer** does it!

New! Now—The Complete **food-fixer**

DORMEYER

Includes **Mixer-Grinder-Juicer** \$39⁹⁵ Denver and West, Add \$1.00

Dormeyer Corporation • 4300 N. Kilpatrick Ave. • Chicago 41, Ill.

LETTERS TO THE EDITORS

CONTINUED

THREE DECORATORS

Sirs:

. . . Of the trio who decorated the one room ("Three Decorators," LIFE, Oct. 3), Nancy McClelland alone captures the charm that can survive in an atmosphere of splendid formality and overpowering magnificence.

H. L. WILLIAMS
O. K. WILLIAMS

Sherman, Conn.

Sirs:

. . . In my opinion William Pahlmann is the bright-haired boy of the three; my bones could not rest comfortably in either of the other rooms, which as far as I can see contain not one piece of comfortable furniture where you could curl your feet up under you and really relax.

MARGARET HALL

Edinburg, Texas

Sirs:

Robsjohn-Gibbings is the only one of the three to design a room in which the inhabitants have any importance.

CARLTON W. PULLIN

New York, N.Y.

Sirs:

I believe that the first picture, showing the absolutely bare room, is the most thought-provoking. It is a barren waste with poorly located and unimaginatively shaped doors and windows, foolishly high ceilings, badly proportioned and dark. Such unfortunate rooms in all drab houses must be decorated in order to be lived in.

Contrast this with those beautifully designed California homes you showed a few weeks ago. It is at once apparent that these rooms do not have to be decorated at all. A few chairs to sit in, a bed to sleep in and a rug to walk on are sufficient.

JOHN R. SUYDAM

Paoli, Pa.

Sirs:

The "Three Decorators" feature this week started a chain of thought which I felt might interest you.

The McClelland room: The occupants of the McClelland room will be precious and effete and highly sensitive to life's more ornate grandeur; Harvard or Yale type, and decidedly Junior League. Their lives would be decorous as the room itself is decorous. Politics? Republican, of course! Oh, don't mistake, they are a very charming couple.

The Pahlmann room: This couple likes both opera and jazz; they are unafraid of the Napoleonic era of decoration, but they are quite decided to live their own lives. Their life is warm, plastic and liberal. Politics? They would favor a liberal Republican or a conservative Democrat.

The Robsjohn-Gibbings room: Maybe this couple is married and maybe not. It doesn't really matter. They love each other, but of course she has her career and he has his. Politics? Gosh, the sky's the limit. And anyway they both probably vote different ways.

JOHN BLACK

New Hyde Park, N.Y.

RUSSIA'S BOMB

Sirs:

. . . It is reassuring to know that you and Mr. Lilienthal (LIFE, Oct. 3) believe that America's strength lies in faith and intelligence and reason; but until we are able to elect (from

Fast HELP for HEADACHE



BROMO-SELTZER
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store, fountain or counter today. A product of Emerson Drug Company since 1887.



Sensational NEW EVANS AUTOMATIC LIGHTERS



\$7.50

tax free

THE DUCHESS TABLE LIGHTER

Look for the Red Seal . . . an exclusive feature found in all new Evans lighters.



Fuel control . . . prevents fluid evaporation, overflow . . . gives instant light always.

REGAL BEAUTY! RICH SILVER FINISH CAN BE PERSONALIZED WITH ENGRAVING. OTHER MODELS FROM \$5

... AMERICA'S BEST **Evans**
EVANS CASE CO., Inc., No. Attleboro, Mass.
CREATORS OF FITTED HANDBAGS AND POWDER BOXES

CONTINUED ON PAGE 11

Summer's gone
time to

Change



Take your car to your
Texaco Dealer NOW!

He'll winter-proof your car from stem to stern . . . check battery, spark plugs, tires and under-surfaces. He'll put in Texaco PT ANTI-FREEZE — one filling gives you sure protection all winter long. He'll fill your crank case with HAVOLINE to give you full power from your engine.

He'll "cushion" your car with MARPAK — the friction-fighting chassis lubricant that lasts 1000 miles and more! And he'll fill your tank with Texaco SKY CHIEF, the pace-setting, luxury gasoline . . . or Texaco FIRE-CHIEF, the emergency-power fuel that's *regular priced!*

Drive in, today, at your Texaco Dealer's . . . *the best friend your car ever had!*



New! **TEXACO TEXAMATIC FLUID
FOR AUTOMATIC TRANSMISSIONS**

Your Texaco Dealer will check your automatic transmission fluid and bring it up to proper level, or replace old fluid with Texaco Texamatic in accordance with your car manufacturer's recommendations.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America

So Good..it could only be **Duff's**



Devil's Food

..so irresistible it never sees a second day!

BETTER BY FAR than any devil's food you've ever tried. Luscious, dark, chocolaty! Only pure, rich ingredients and Duff's long cake-mix experience could make it so good!

DON'T ACCEPT LESS than the premium quality and perfect results only Duff's Devil's Food Mix can give you. Buy a box—make this prize-winning cake today!

QUICK—Only 5½ minutes from box to oven.
ECONOMICAL—Costs ¼ less than home recipes.

**No "hidden" extra costs
Eggs and milk—everything's in**

Fine custom-milled cake flour, creamy shortening, rich, chocolaty cocoa... Duff's is the complete mix.

JUST ADD WATER
-that's all!



For Better **SPICE CAKE**

use Duff's Spice Cake Mix. Like all Duff's Mixes, it's complete, fully-prepared. Pure, imported spices, milk, eggs, finest quality cake flour—everything's in to make a rich, fragrant spice cake.



..and for Better **WHITE CAKE**

use Duff's White Cake Mix. A box turns out two high, snowy layers... delicious, feathery-light. Milk, eggs, everything's already in. You add only water—that's all. Perfect baking every time!



**This \$225 Silver
CAKE SERVER
Yours for only 50¢**

and one box top from any of the Duff's cake mixes—Devil's Food, White or Spice.

Heavy silver plate in the stunning "Waverly" pattern, 9½" long. Made and guaranteed by The American Silver Co.

DUFF'S MIXES, Wallingford, Conn.

Please send me _____ of the lovely "Waverly" design cake server. I enclose 50¢ (in coin) and one box-top from a Duff's Cake Mix for each server.

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

Offer expires Dec. 31, 1949. Good in U.S.A. only



MORE WOMEN BAKE WITH DUFF'S THAN WITH ANY OTHER BRAND OF MIXES

HOT ROLL MIX • DEVIL'S FOOD MIX • SPICE CAKE MIX • WHITE CAKE MIX • GINGERBREAD MIX • HOT MUFFIN MIX • WAFFLE MIX PRODUCTS OF AMERICAN HOME FOODS © 1949

No better combination
YOU and
MisSimplicity®



Gossard's original all-in-one gives you the youthful freedom of a separate bra and girdle.

The exclusive criss-cross back makes MisSimplicity far superior—it uplifts the bosom . . . trims the midriff . . . slims the waistline . . . as no other all-in-one can!

Try MisSimplicity today—enjoy all the extras of Gossard quality. In NYLON, \$16.50 and \$22.50. Your choice of other materials, from \$10.00.

Featured by more stores and shops

Gossard—the most complete line
for all ages and figure types

the **Gossard**
line of beauty®

The H. W. GOSSARD CO., 111 N. Canal St., Chicago 6, Illinois

LETTERS TO THE EDITORS

CONTINUED

our own number, to be sure) a Congress and executives who believe it too and who will put aside completely all of this "let's-not-tell-the-public-they-won't-understand" philosophy, we won't have much chance of surviving our own immorality, with or without a war.

ROBERT E. HICKMAN
Wilmington, Del

Sirs:

The statement made that "the U.S. would go right on trusting in the right as God gives it to see the right, meanwhile stockpiling its atomic weapons," seems to me to suggest the dilemma with which Christians and a great many other people are now confronted. Is it not impossible to trust in God and in a stockpile of atomic bombs at the same time? Doesn't this make it clear that our real trust is in the latter?

A. J. MUSTE
New York, N.Y.

Sirs:

I could not make out the words on that warning sign at the atomic monitoring station. What does it say?

JAN TRENSKA
Pittsburgh, Pa.



● Here is the sign close up. Watches with radium-painted numerals will set the sensitive monitoring equipment to registering radioactivity furiously.—ED.

CHOO CHOO

Sirs:

After your recent article on Charlie Justice (LIFE, Oct. 3) we thought that you might be interested in the enclosed photograph of the announcement board of the Baptist Church



here in Chapel Hill. It gives the title of the sermon for the Sunday morning worship of Oct. 2. The previous day North Carolina defeated Georgia 21 to 14.

BOB PADRICK
J. C. JORDAN
Chapel Hill, N.C.

SIRS:

YOU SAY CHARLIE JUSTICE DESCRIBED AS "THE GREATEST SOUTHERNER SINCE

CONTINUED ON NEXT PAGE

Did we take these words out of your mouth?

I'D LOVE TO HAVE A GLASS
COFFEE BREWER—THEY'RE SO
GOOD LOOKING AND EVERYONE KNOWS
GLASS MAKES THE BEST COFFEE!
IF THEY JUST DIDN'T BREAK!



Then feast your eyes on this!

THE NEW CORY RUBBERLESS
COFFEE BREWERS ARE NOW
GUARANTEED
Against Breakage
of any kind!



Only Cory can afford to make this special offer, because Cory Coffee Brewers are Flame-Tested. They're 250% more heat-resistant than ordinary glass!

And Cory is the only rubberless glass coffee brewer . . . another reason it's hard to have a breakage accident with a Cory. How come? It's simple! With no rubber parts to stick, you never have to tug to get the upper bowl on and off. It's as easy as putting a cup on a saucer.

With reasonable care, a Cory will last for years. That's why Cory can afford to give you a six months' absolute guarantee against any one breakage accident. Any part of your Cory will be replaced with no questions asked.

Copyright 1949 by CORY CORPORATION
Chicago 2, Illinois

ask for it by name . . .

CORY

... the only all-glass coffee brewer

INSIST UPON YOUR CORY GUARANTEE CARD WHEN YOU BUY!

SALON-SAFE FOR HAIR THAT TENDS TO "FRIZZ" SALON-SMART FOR EVERY HEAD

If your hair is so *extra dry* that ordinary home permanents tend to make it frizzy...or so wiry-textured that most home waves make it unmanageable...here's good news for you!

With the new, improved Richard Hudnut Home Permanent you can be confident of silky-soft, easy-to-manage "salon-type" waves no matter what the texture of your hair. The secret? You use the same type preparations...even the same improved cold wave process...found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. *If you can roll your hair on curlers, you'll manage beautifully!*

There isn't a more luxurious, softer, more natural-looking home wave for any head! Price, \$2.75; refill without rods, \$1.50.
(Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Doesn't dry hair or split ends.
3. Fast and easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult.
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent

Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever



LETTERS TO THE EDITORS

CONTINUED

ROBERT E. LEE, "WHAT TEAM DOES THIS LEE FELLOW PLAY ON, ANYWAY?"

CHUCK HAUSER
MANAGING EDITOR

THE DAILY TAR HEEL
CHAPEL HILL, N.C.

TERPSICHOEANS

Sirs:

Thank you for your article describing the Annual Terpsichorean Ball (LIFE, Oct. 3).

Almost a year ago LIFE covered very well the rude reception given Henry Wallace in his tour of various North Carolina cities. I am glad LIFE chose to present to the nation this year one of the more pleasant aspects of North Carolina.

JAY WOODARD

Raleigh, N.C.

Sirs:

Some lusty cheers and also a few loud boos to you for the Tar Heel publicity. The cheers are for your cover of Choo Choo. You really did justice by us with that one! The boos? For giving space to the locally unpopular debutante "brawl," which is just that and nothing more.

MRS. ROGER E. MOORE

Raleigh, N.C.

HOW RICK DOES IT

Sirs:

Regarding your article, "How Rick Does It" (LIFE, Oct. 3), this could be the answer. The other airlines would not need to look further than the nearest Eastern operations agent, who must be an agent, file clerk, typist, strong man, acrobat, freight exped-

CONTINUED ON PAGE 14

SUNSWEET—
AND ONLY SUNSWEET
—HAS IT!



UNIFORM
LAXATIVE
STRENGTH!

DUE TO NEW "C-L PROCESS"*

No longer need you drink prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in Sunsweet Prune Juice only—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% natural product!

SAME DELICIOUS FLAVOR!

SUNSWEET PRUNE JUICE



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

Please
send



to _____ NAME

_____ ADDRESS

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.
L-10-24



SLEEP TESTS SHOW WHY SENSATIONAL PLAYTEX® SUPERFOAM® PILLOW IS NATIONWIDE SUCCESS



There isn't another Pillow in the world like the PLAYTEX Superfoam Pillow! Here's the reason why:

The PLAYTEX Superfoam Pillow is more than an amazing improvement over old-fashioned, lumpy, saggy feather pillows. Made of pure, tree-grown liquid latex, the PLAYTEX Superfoam Pillow is different from all other latex pillows.

In thousands of tests, scientific research determined the exact thickness and exact consistency of the PLAYTEX Superfoam Pillow. Thicker pillows and those of different consistency did not give the maximum rest and comfort to the people tested.

Yes, PLAYTEX Superfoam lets you sleep like a baby, for it has millions of microscopic air cells that actually "breathe." Constantly circulating air inside the Pillow keeps it cool, fresh!

PLAYTEX Superfoam is completely dust-free, 100% allergy-free, mildew-proof. And, remember, only PLAYTEX uses Superfoam! See this science-perfected pillow — the greatest advance in sleeping comfort in more than 1,000 years—in your favorite department or furniture store!

No Gift Compares to the Gift of Sleep!

GET NIGHT AFTER NIGHT OF HEALTHFUL, REFRESHING SLEEP WITH THE NEW PLAYTEX SUPERFOAM PILLOW



SCIENTIFICALLY DESIGNED! Exclusive "core" construction makes PLAYTEX Superfoam Pillow more resilient, more buoyant, as it comfortably cradles your head in the most restful position all night long!



IN SLEEP SHOPS, DEPARTMENT AND FURNITURE STORES FROM COAST TO COAST with white, pink or blue Sanforized cotton cover. Beautifully gift boxed. . . \$9.95 Also, lovely rayon satin covers, slightly higher.

FREE! HANDSOMELY ILLUSTRATED BROCHURE
"The Secret of Sleep"

Tells what sleep means to your success and happiness; what happens during your sleep; unusual sleeping customs; how to make sure you get a good night's sleep; what your dreams mean — and many other fascinating facts about sleep.

Box 107-E
INTERNATIONAL LATEX CORP'N.
PLAYTEX PARK, DOVER DELAWARE

Gentlemen
Please send me ABSOLUTELY FREE the handsomely illustrated brochure, "The Secret of Sleep."

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

This offer good only in continental USA and US possessions

©1949
*Trade Mark

New low Price

on the newest model

HOOVER CLEANER

only **49.95** and your old cleaner

Prices slightly higher in Canada.

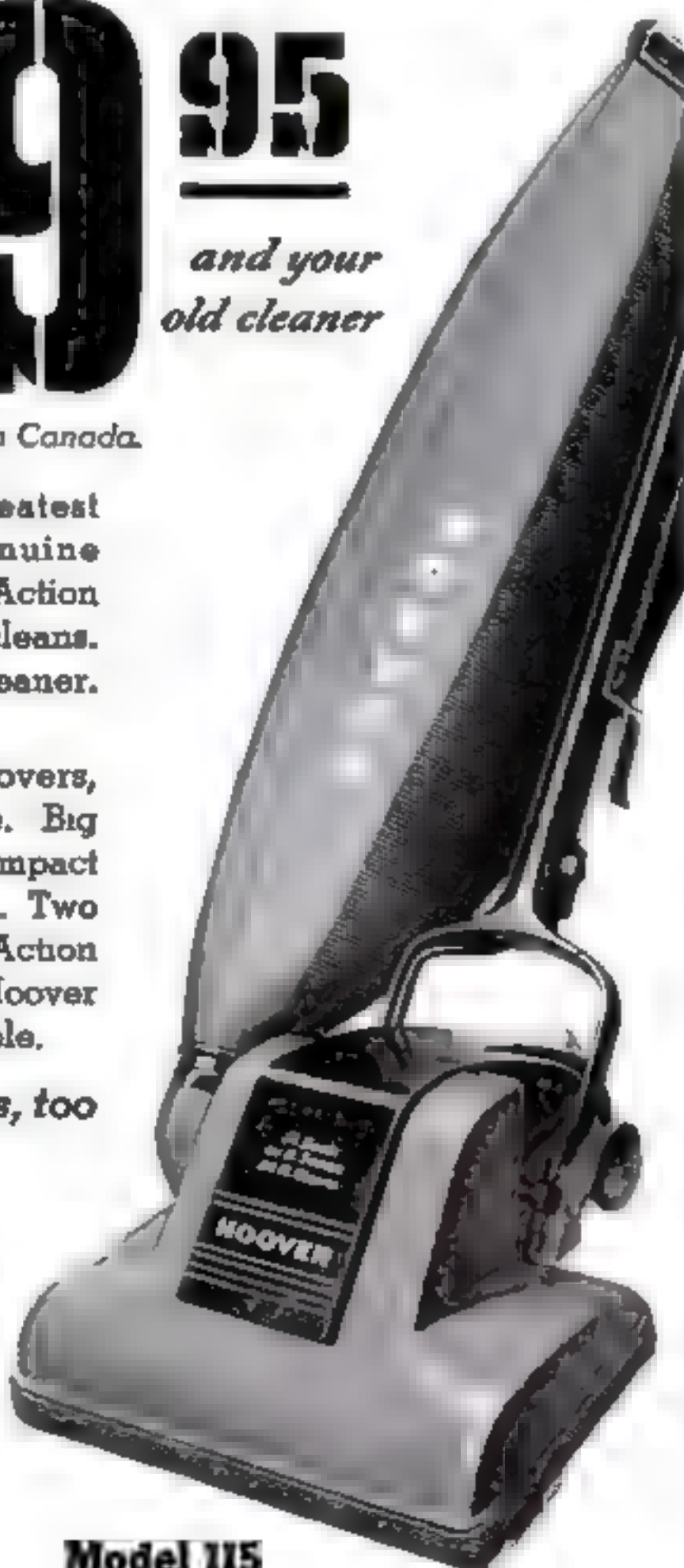
That's right, lady! The greatest Hoover value ever, a genuine Hoover with exclusive Triple Action—it beats, as it sweeps, as it cleans. Only \$49.95 and your old cleaner. Cleaning tools extra.

It's the newest of all Hoovers, light, handy and easy to use. Big enough to clean a house, compact enough for hasty tidying up. Two other famous Hoover Triple-Action Cleaners and the great new Hoover Cylinder Cleaner also available.

Easy Monthly Payments, too

Why wait longer for the Hoover you have always wanted? Look in your classified telephone directory and call your nearest Hoover dealer for a home showing today.

THE HOOVER COMPANY
North Canton, Ohio; Hamilton,
Ont., Canada; Perivale, England



Model 115

LETTERS TO THE EDITORS

CONTINUED

er, passenger agent, mechanic, painter, magician, cargo handler, weights and balance expert, and weather observer, to mention a few.

BILL LOEY

Miami, Fla.

● There is a legend among the other airlines that when a man gets a job at Eastern he is given three caps. Cap No. 1 says "Tickets." Cap No. 2 says "Baggage." Cap No. 3 says "Pilot."—ED.

Sirs:

Having lived to middle age, I realize many an idol's feet are made of clay, yet I was extremely disappointed to see the picture of Captain Eddie Rick-enbacker shooting craps with money lying on the table. Could this be the same religious man who a few years back was reading the Bible and comforting his men out on a raft in the middle of the ocean? Captain Eddie, why did you do it?

IRENE E. SLOAN

Anniston, Ala.

DEVALUATION

Sirs:

Just how many letters on your devaluation story (LIFE, Oct. 3) have you received mentioning the resemblance between Comedian Bob Hope and Cosimo de Medici?

PEGGY K. WALKER

Santa Ana, Calif.



MEDICI (LEFT) AND HOPE

● So far, 25. Another dozen correctly pointed out that the illustration LIFE used was not Cosimo but Lorenzo, his grandson.—ED.

Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.

Subscription rates: U.S., Alaska, Hawaii, Canada, Puerto Rico, Virgin Islands, 1 yr. \$6.00 2 yrs. \$10.75 3 yrs. \$13.00. LIFE International edition (fortnightly) for Canal Zone, 1 yr. \$4.50, all Pan American Postal Union countries and Philippines, 1 yr. \$4.00, Great Britain and Ireland, 1 yr. \$8.00, all other countries, 1 yr. \$7.50.

Subscription Service: J. E. King, Genl. Mgr. Address all subscriptions and correspondence concerning them to LIFE Subscription Dept., 340 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice is required. When ordering a change, please name magazine and furnish an address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

Address all editorial and advertising correspondence to: LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N.Y.

Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore, President, Roy E. Larsen, Executive Vice President and Treasurer, Charles L. Sullivan, Executive Vice President for Publishing, Howard Black, Vice Presidents, Allen Grover, Andrew Heiskell, C. D. Jackson, J. A. Lauen, P. L. Prentice, Vice President & Secretary, D. W. Brumbaugh, Comptroller & Assistant Secretary, A. W. Carson, Circulation Director, F. DeW. Pratt, Producer, THE MARCH OF TIME, Richard de Rochemont.

AMAZING JERIS BARGAIN!

\$1.25 JERILITE HAIR BRUSH

Professional-type brush
Genuine Nylon bristles
Eight inches long

75¢ JERIS ANTISEPTIC HAIR TONIC

\$2.00 VALUE

BOTH ONLY

99¢

plus tax on
tonic only



Sensational Offer made to
Introduce Millions More to

JERIS ANTISEPTIC HAIR TONIC

Daily scalp massage with amazing "double-action" Jeris Antiseptic Hair Tonic: 1. KILLS DANDRUFF GERMS on contact...removes ugly dandruff flakes; 2. STIMULATES SCALP...nourishes hair roots...promotes neat, healthy hair. Your druggist has this money-saving Jeris combination offer now. Get one for every member of your family, today!

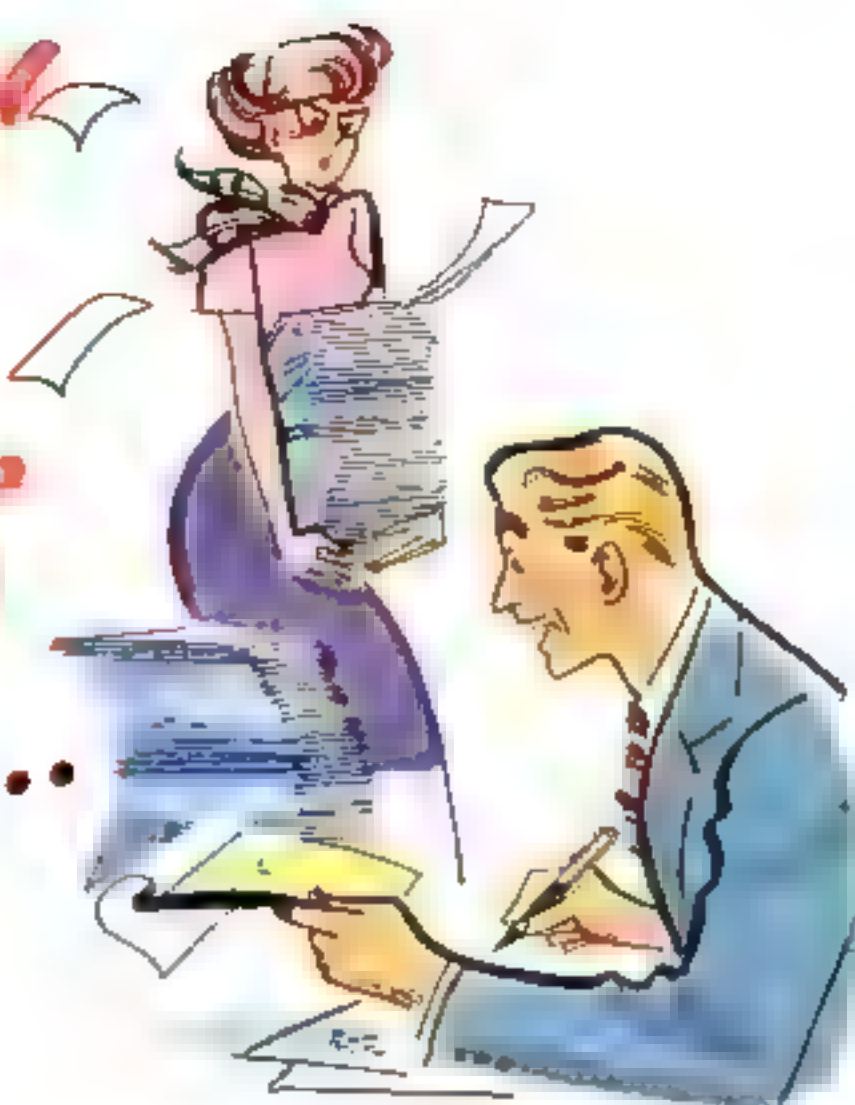
HURRY TO YOUR DRUGGIST—
SUPPLY IS LIMITED!

*(*Pityrosporum ovale*), which many authorities recognize as the cause of infectious dandruff.



Brighter Breakfasts

pay big dividends...



ZESTY SWIFT'S PREMIUM—THE BACON AMERICA LIKES BEST—sparks the brighter breakfasts that help make the day's work easy. It's rich—*very* rich—in the food energy nutritionists say breakfasts should supply. And it's gloriously rich in *flavor*. Swift's Premium, you know, is the bacon with the *sweet smoke taste* . . . famed for mildness yet full of zest. No other bacon has that special flavor, and no other even approaches Swift's Premium in popularity.



Bacon à la m-m-m: Place slices of Swift's Premium Bacon in cold frying pan. Do not overcrowd. Cook slowly, turning often to cook evenly. Drain on absorbent paper. If you like your bacon to be crisp, pour off fat as it accumulates.



Swift's Premium

The Bacon with the sweet smoke



taste!



Most men remember a favorite suit that wore particularly well, that did something for their spirits as well as for their appearance. A surprisingly large number of those suits were made by Hart Schaffner & Marx as millions of men will testify. It will pay you to insist on the Hart Schaffner & Marx Trumpeter® label . . . a small thing to look for, a big thing to find. It is your passport to that pleasant state of self assurance that goes with being well-dressed.



Latest in London-inspired suitings, the youthful Palette Tone Diagonals. In single or double breasted models.

HART SCHAFFNER & MARX



No torn hair



No scratched scalp



No broken teeth



YES long-life service

when you use

ACE
HARD RUBBER
COMBS



A type for every purpose
25c and 35c
Sold everywhere

AMERICAN HARD RUBBER COMPANY
NEW YORK 13, NEW YORK

LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce
PRESIDENT . . . Roy E. Larsen
EDITORIAL DIRECTOR . . . John Shaw Billings

BOARD OF EDITORS

Daniel Longwell . . . CHAIRMAN
Edward K. Thompson . . . MANAGING EDITOR
Wason Hicks . . . EXECUTIVE EDITOR
John Osborne, John Chamberlain
Charles Tudor . . . EDITORIAL PAGE
Charles Tudor . . . ART DIRECTOR

Joseph Kastner, Robert Coughlan
Philip H. Wootton, Jr., Oliver Jensen,
Sidney L. James, Filmore Calhoun,
Maitland Eddy

SENIOR WRITERS

Noel F. Bush, Charles J. V. Murphy,
Winthrop Sergeant

ASSISTANT EDITORS

Herbert Brean, John Dille, Gene Farmer,
William P. Gray, William Jay Gold, Ernest
Havemann, George Hunt, John Jenkins,
Richard W. Johnston, Sally Kirkland, Percy
Knauth, Kenneth MacLeish, John Peter,
Tom Prudeaux, Claude Stansh, John
Thorne, Margit Varga, Robert Wallace,
Robert Wernick, A. B. C. Whipple, Richard
L. Williams

REPORTERS

Oliver Allen, Earl Brown, Robert Campbell,
Tom Carmichael, Norman Ross, Irene
Saint, Bishop White

RESEARCH STAFF

Marian A. MacNeil . . . CHIEF
Associates: Jo Sheehan, Helen Deuell,
Valerie Vongermulul

RESEARCHERS: Ruth Adams, Bernice Adel
son, Constance Haddington-Smith, Barbara
Ballou, Mary Elizabeth Barber, Rowland
Barber, Margaret Bennett, Ruth Bruns,
Beatrice Dabie, Kay Doering, Laura Ecker,
Hilda Eason, Jane Estes, Phyllis Feidkarp,
Gertrude Fein, Jean Ferris, Honor Fitz-
patrick, Nancy Goebl, Doris Göttinger, Pa-
tricia Gilbert, Ralph Graves, Clarissa Haff-
ner, Dora Jane Hamblin, Terry Harman,
Jacquelyn Hinds, Jean Holt, Dorothy Il-
son, Edward Kern, Barbara Land, Eileen
Lancouette, Mary Leatherbee, Marcia Le-
gere, Joanne LeMonnier, Joan Levine, Ger-
aldine Lux, Joann McQuiston, Dana Mun-
ro, Eleanor Parash, Violet Pease, Dorothy
Seiberling, Kathleen Shortall, Patricia Smith,
Joan Stetson, Margaret Swagg, Rachel Tuck-
erman, London Wainwright, Jane Wilson,
Monica Wyatt, Warren Young

PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert Gir-
vin, Ray Mackland, Dorothy Hoover, O. A.
Graubner, Alma Egginton, Einar Lower

PHOTOGRAPHERS: Jack Birns, Cornell Capa,
Edward Clark, Ralph Crane, Louisa Dean,
David Douglas Duncan, Alfred Eisenstadt,
Eliot Elisofon, J. R. Eyerman, N. R. Fair-
man, Andreas Feininger, Albert Fenn, Hor-
bert Gehr, Fritz Goro, Allan Grant, Bernard
Hoffman, Martha Holmes, Yusei Joel, Mark
Kaufman, Dmitri Kessel, Wallace Kirk-
land, Nina Leen, Thomas McAvoy, Francis
Miller, Ralph Morse, Gordon Parks, John
Phillips, Michael Rousner, Walter Sanders,
Frank Scherzengel, Joe Scherzengel, George
B. K. George Skadling, W. Eugene Smith,
Peter Stackpole, Charles Steinheimer, Wil-
liam J. Surtees

PICTURE RESEARCHERS: Muriel Ballard,
Jane Bartels, Mary Carr, Betty Doyle,
Margaret Goldsmith, Natalie Koeck, Ruth
Lester, Maude Milar, Helen Rounds, Mar-
garet Sargent

LAYOUT

Michael Phillips, Bernard Quint, William
Gallagher, H. L. Adelsberger, Matt Greene,
Ear Kersh, Anthony Sogaro, Frank Stock-
man, Dorothy Witkin, Alfred Zingaro

NEWS SERVICES

DOMESTIC: Robert T. Egan (Chief), Law-
rence Laybourne, Coles Pinsky, Jean Snow,
Bureau—Washington: James Shepley, Ed-
ward F. Jones, Robert Parker, James Trull;
Chicago: Hugh Moffett, Frank Campion;
John Bryson, Charles Champlin, Arthur
Shay, Los Angeles: Fritz Goodman, Gene
Cook, Robert Cahn, Stanley Hink, Arnold
Segalyn, Jeanne Stahl, Theodore Strauss,
Atlanta: William S. Howard, Ron Ray-
nolds, Boston: Jeff Wyle, Don Morris,
Dallas: William Johnson, Milton Orshel-
sky, Denver: Barron Heshoar, DETROIT:
Fred Colans, Robert Drew, SAN FRANCISCO:
Martin O'Neil, David Zeitlin, SEATTLE:
James L. McCaughy Jr.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), Eleanor Welch, Bureau—
London: Eric Gibbs, George Catrini,
Frances Levison, Patricia Beck, Monica
Horne Paris: Andre Laguerre, John Boyce,
John Stanton, Mathilde Camacho, Lee
Edington, Buenos Aires: Enno Hobbing, Will
Lang, David Richardson, Alice Crocker,
Rome: George E. Jones, Barbara O'Connor,
John Later, Athens: Mary Barber, Bom-
bay: Robert Lahar, Shanghai: Ray Row-
an, Tokyo: Carl Mydans, Mexico City:
Robert Spiers, Benjamin, Rio de Janeiro:
William W. White, Buenos Aires: Robert
Neville

PUBLISHER

Andrew Heiskell

ADVERTISING MANAGER

Clay Buckhout

PAL, the Blade that's
making Shaving History
...because it's Hollow Ground

LIKE THIS



NOT LIKE THIS



We sincerely believe that these are the
finest Injector Blades ever produced. Try
a pack. Use as many blades as you like.
Then, if you don't agree, return the con-
tainer to us and we'll promptly refund
your money.

COMPARE THE PRICE!
20 for **59¢**
10 for 39¢ • 6 for 25¢ (Trial Size)

Use Double or Single Edge Blades?

Try Improved
PAL HOLLOW BLADES
now in revolutionary plastic
ZIPAK dispenser



ZIP! out slides a factory perfect, un-
wrapped blade, ready for your razor.

DOUBLE or SINGLE EDGE 44 for **98¢** 21 for 49¢
Pal still gives you 4 blades for 10¢, regular package 10 for 25¢

Pal takes the "H" out of SHAVING
... and leaves you a SAVING!



© Pal Blade Co., Inc., 43 W. 37th St., N. Y. 19

Wherever fine blades are sold—including drug, variety chain, hardware, tobacco, department stores.



PLANE SEEMS ABOUT TO SMACK INTO HOUSE



A U.S. AIR FORCE C-54 APPEARS TO BE BALANCING DELICATELY ON ONE LANDING WHEEL AS

SPEAKING OF PICTURES . . .

. . . Optical illusions are souvenirs of airlift which has just ended

On Sept. 30 the 277,264th and final flight of the Berlin airlift set down at Tempelhof airfield, bringing to an end a remarkable experiment in transportation by air. During the airlift's 15 months of operation, its endless procession of American and British cargo planes provided more than two million tons of supplies to the loyal inhabitants and also provided an enterprising Berlin photog-

rapher named Alex Stöcker with a chance to capture a notable collection of optical illusions. From the angles at which his photographs were taken, the planes seem to be landing on rooftops, weaving their way intricately through wires or stabbing suddenly into buildings. Tempelhof airfield was risky enough to get into, but this was nothing compared to the way it seemed in Stöcker's pictures.



ANOTHER PLANE LOOKS NEATLY CRADLED IN WEB OF TROLLEY WIRES. DESPITE OBSTRUCTIONS AROUND FIELD, ACCIDENT RATE WAS LOW



IT BANKS IN OVER THE APARTMENT BUILDINGS THAT SURROUND TEMPELHOF AIRFIELD



PLANE PERCHES NIMBLY ON SIGNAL TOWER



AIRFIELD OBSERVERS (LOWER LEFT) BEAM UNCONCERNEDLY AT THE PHOTOGRAPHER AS A PLANE SEEMS ABOUT TO LAND ON THEIR ROOF



In Florsheim Shoes, quality is always more than skin deep; it means the finest of everything, from top grade calfskin to pure silk stitching. And the result? Better looks, finer fit, longer wear and lower cost in the long run. That's Florsheim quality—America's standard of fine shoe value.

Florsheim Shoes



*The Viking,
S-1364*

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

LIFE'S REPORTS



RESTLESS MARGIE IS IN JAIL IN LOS ANGELES AT THE END OF A LONG TRAIL

MARGIE

A girl who didn't know where she was going picked up plenty of deep trouble on the way

by ALFRED WRIGHT JR.

Margie Smith, an orphan who was boarding with some relatives in New Orleans, felt like letting out.

She got a job as a car-hop, tried another as a switchboard operator, worked for a while as a soda jerk and then as a waitress. But she stayed unhappy. She really wanted to pull out the cork. So one day she got out on the road to Miami and began waving her thumb. It turned out to be a cinch for a tall, good-looking girl with Margie's friendly manner.

In Miami, Margie met a onetime Air Force gunner who was working as a commercial fisherman. She liked him, so they decided to double up on their rooming accommodations. The arrangement lasted three weeks. The trouble with him was that he went into frequent spasms over the war, throwing himself on the bed, moaning about anti-aircraft and calling out the names of friends who had been killed. Sometimes in the middle of these seizures he would take a swing at Margie. One time he knocked out a couple of her front teeth.

"I liked him all right," Margie now reflects, "but you couldn't like a fellow too much who was always throwing those fits."

When his father died the boy friend threw a final fit and killed himself. About that time Margie discovered she was pregnant, so she headed back to New Orleans to stay with her sister, who understood Margie's plight and helped her through her confinement. A baby girl named Jacqueline, weighing 5 pounds, was born a month early in New Orleans' Charity Hospital.

But Margie was soon restless again. The son of the woman who was keeping baby Jacqueline drove a transcontinental truck, and he agreed to take Margie to Los Angeles to look for a job. They made the trip across the southern desert in the heat of summer, and Margie was pretty frazzled when she hit L.A. She took a quick look at the place and slung hash for a couple of weeks to earn enough to move on. Soon she was hitching rides back to the South, and one day she found herself in Levelland, Texas.

CONTINUED ON PAGE 21



Wake up Fresh as Spring Air!

Get More Rest from Every Sleeping Hour!

Before you buy any mattress, visit your Spring-Air dealer and see the **zoned-comfort demonstrator**. See how the no-sag edge zones, buoyant head and foot zones and body comfort support zone combine to give you more luxurious, natural-posture sleep. You'll see why it takes up to **NINE** different types of coils to give you more rest from every sleeping hour — why Spring-Air fits all body weights and shapes, and why users say Spring-Air is the finest mattress money can buy. You'll then understand why Spring-Air is used in more than a thousand fine hotels, two thousand hospitals, and over a million homes. See your dealer, or write for "Controlled Comfort" booklet — a valuable guide to buying better bedding.

SPRING AIR COMPANY Holland, Mich.

Produced by 46 Plants and Sold by Over 5000 Dealers
Throughout the United States, Canada and Mexico



BODY
COMFORT
SUPPORT
ZONE

BUOYANT
HEAD AND
FOOT ZONES

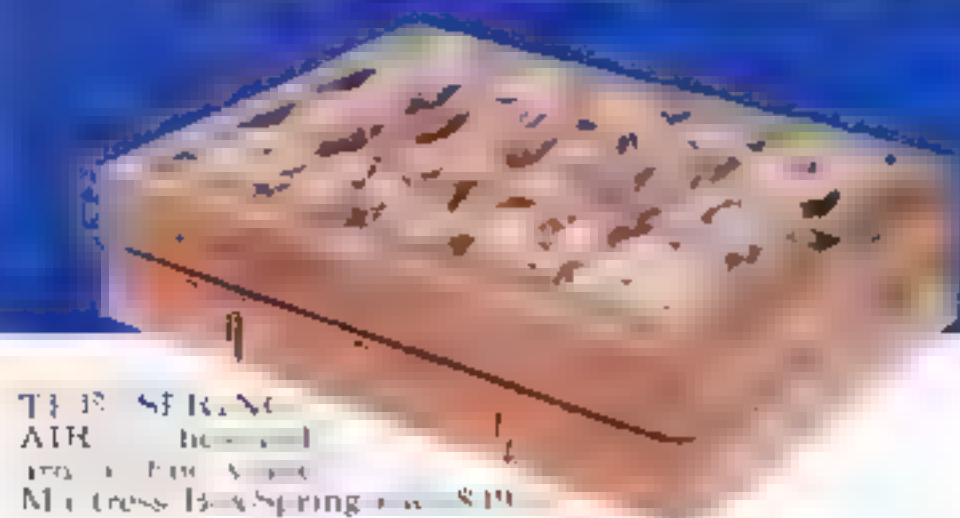
NO SAG
EDGE
ZONES

BODY COMFORT SUPPORT ZONE Where greatest body weight is concentrated, special heavier spring coils prevent premature sagging, give truly natural, sturdy body support, assuring complete rest and relaxation.

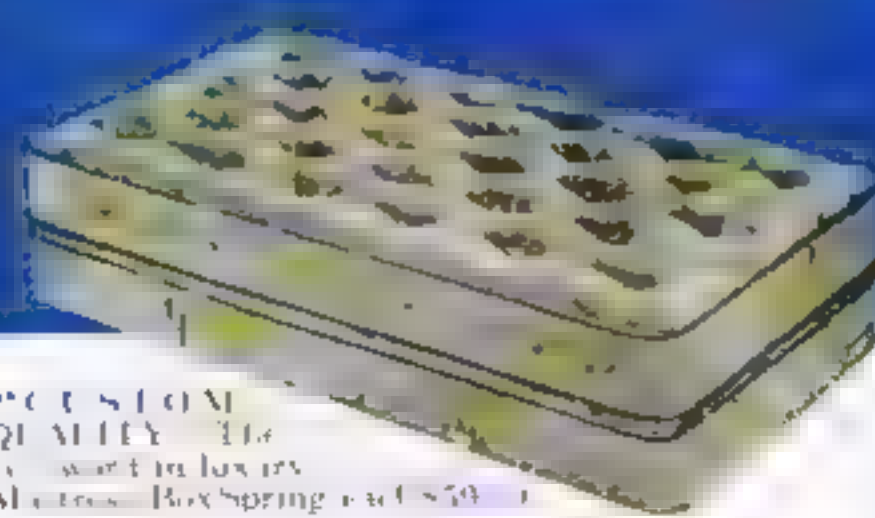
BUOYANT HEAD AND FOOT ZONES Coils in both of these areas are so designed that they are more resilient, for special buoyancy to the light portions of the body.

NO SAG EDGE ZONES Borders, ends and corners all have specially designed coils that resist sag or breakdown — assuring longer mattress life, better shape, better appearance.

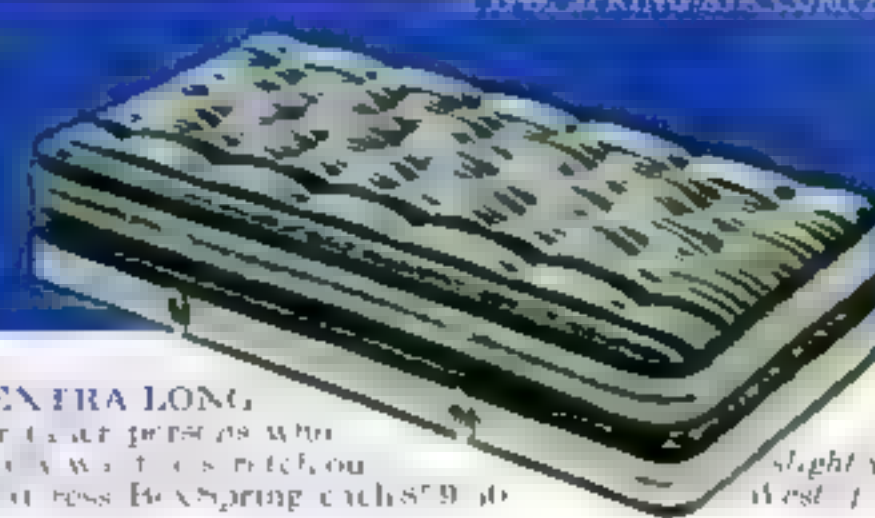
© 1948, SPRING AIR COMPANY



TEEN SPRING AIR — best for
young people
Mattress Box Spring each \$19.50



"CUSTOM QUALITY" — the
newest in luxury
Mattress Box Spring each \$29.50



"EXTRA LONG"
for extra persons who
really want a matchless
Mattress Box Spring each \$29.50

Prices
slightly higher
West of Rockies

"Why do so many men give up dancing after marriage?"

ASKED ELSIE, THE BORDEN COW



"A GUY'S GOT NO LEGS LEFT for dancing," bellowed Elmer, the bull, "after racing around all day making money for the wife and kids!"

"Now, Elmer," smiled Elsie, the Borden Cow, "lots of men—like you—sit at desks all day"

"And I suppose you don't call that work!" roared Elmer.

"Of course it's work, darling," soothed Elsie. "I'm only trying to say that dancing might be a refreshing change. Help keep you slim in the waistline, too."

"You leave my waistline out of this!" snapped Elmer. "Let me go on with my story."

"Rhumba with me," coaxed Elsie. "I'll tell you



the most delightful story ever told while we dance. The wonderful, wonderful story of Lady Borden Ice Cream."

"You can keep that story—and the Lady Borden Ice Cream!" said Elmer.

"But that would be awfully selfish," demurred Elsie, "when everybody is so anxious to taste this glorious new ice cream.

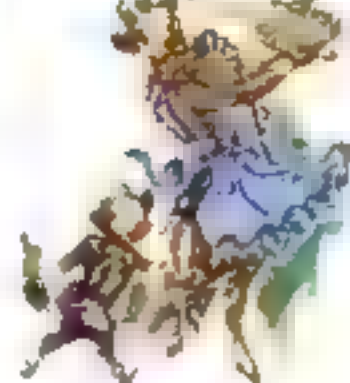
There's never before been ice cream like Lady Borden so creamy, and as smooth as a moonlight waltz!"

"I believe every word of it," mumbled Elmer. "Now, will you put the Lady Borden back on ice?"

"Oh, there's never any Lady Borden left to put back on ice," teased Elsie. "It's really luscious. Made



with pure, rich cream, distinctive flavorings, the best of everything."



"AW," groaned Elmer, "forget Lady Borden and take that Rhumba down to Cuba!"

"Not till I've taught it to you," said Elsie archly. "And you'll love it! Right now, I'm off to the kitchen to make a pie that'll really bring you up on your toes.

A pie filled with Borden's None Such Mince Meat—the grandest mince meat of them all!"

"Don't go to any bother for me," sulked Elmer.

"No bother at all," protested Elsie. "Borden's does the hard work. Prepares, blends and flavor ages all the sunny fruits and warm, savory spices—21 quality ingredients in all—according to an old New England



recipe. That's why None Such Mince Meat has such an old fashioned taste."

"Now, there's something Borden's could do that I'd like!" pounced Elmer. "Pack a little old-fashioned quiet into dance-craving women!"

"But there's nothing old fashioned about the way Borden's packs None Such Mince Meat," said Elsie. "It comes in modern condensed form in bright red packages. (And ready-to-use in glass jars, too.) And is it good!"

"Sure is, mom!" piped up young Beauregard. "If it's Borden's, it's GOT to be good!"



- if it's Borden's, it's got to be good!

NEW! NOW! "ELSIE THE COW COMICS"...
Delightful adventures. On sale at newsstands only!

You'll look fit—feel fit



Cheviot, Velour
Gabardine
Camel Hair
Cashmere
Fleece
Covert, Tweed
\$55 to \$175*



Lighter,
Warmer,
Longer
wearing

MT. ROCK COATS

They fit because...

Extra width keeps lapels flat
Extra depth keeps collars snug
Extra balance gives perfect drape...

*Zip-in linings are available in all Mt. Rock Topcoats. Write Dept. (L-1) for booklet "Your Coat Sir!"

MT. ROCK COATS • 15 HAWK STREET, ROCHESTER, N.Y.

LIFE'S REPORTS CONTINUED

Margie's sister knew Margie had been in California and was likely to be found anywhere between Los Angeles and New Orleans, listed under any one of three names—Margie Smith, Margie Jackson or Margie Riley. Two days of long-distance telephoning finally turned up Margie in Levelland, where the sister told her that baby Jacqueline was ill. Margie struck out for home.

Margie was hiking out of Abilene when a 1947 Plymouth sedan carrying four men and a woman passed, stopped and came back. "Where you headed?" asked one of the men.

"New Orleans," said Margie.

"Why not come to El Paso with us?" said the man.

"Why not?" said Margie and climbed in. Now she really had some excitement coming.

The group in the Plymouth had formed in Cincinnati a few days earlier, when three young fellows—Ferguson Chapman, 23, Jack Price, 26, and Leroy Taylor, 18—met in a downtown bar. They had a few drinks together and decided to steal a car. In another bar they struck up a conversation with a fellow named Horace Luke, who turned out to be the owner of a 1947 Plymouth sedan bearing Wisconsin license plates. Later in the evening there was a short tussle in which they gave Luke some rough treatment and polished him off by crowning him with a Coca-Cola bottle.

The three young hoodlums sped in the car through Kentucky and Tennessee for New Orleans. After a couple of hours in New Orleans, where they connected with a tough young married couple who called themselves Frank and Red, they shoved off for the West. Red, who said she was 20 but looked even younger, was six months gone with child, which may have explained why she was so hard to get along with. It was these five who picked up Margie outside Abilene.

At first Margie was nervous when she heard her new friends kidding about rolling guys and throwing bodies over ledges. At first she didn't understand the gag when one of them would kiddingly say to another, "I'm going to Coke-bottle you if you don't shut up."

The first night outside of Abilene, when they stopped to rest, no one bothered her, but instinct told Margie someone soon would. Her expectations came true on the second night, when Smokey Chapman staked out his claim on Margie. Margie says she didn't dare resist Smokey's demands. Anyway, she had begun to like him almost from the first.

From then on it was love be-

new! for the first time in your life
a shirt with a soft collar that
**won't
wrinkle
...ever**



Two new collar models! Wide-spread (above) and Regular-length (below)
Wide-spread CENTURY 200 (\$3.95); CENTURY 500 (\$4.95).



perspiration won't wilt it!
Imagine a shirt with a collar soft and comfortable as a fine linen handkerchief... yet neat, wrinkle-free all day long and longer—without starch or stays! It's the new Van Heusen CENTURY!



work won't wrinkle it!
Not fused, not stitched—this can't-be-copied collar is woven in one piece. Points refuse to—can't—curl up. Even the super-smooth fold line is woven in by a new exclusive, patented process.



laundering won't hurt it!
You can't even iron wrinkles into the new Van Heusen CENTURY. And no starch, less ironing means more comfort, longer wear. The Regular collar, above, is CENTURY 100 (\$3.95) or 400 (\$4.95).

the new Century
Van Heusen shirts
"the world's smartest"

A new shirt free if your Van Heusen shrinks out of size! • Phillips-Jones Corp., New York 1, N. Y.
Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

CONTINUED ON NEXT PAGE

Miracle lotion a new beauty treatment for your WHOLE HAND!



1 BEAUTIFIES SKIN.
New Hinds is enriched with lanolin to make your hands feel softer instantly—protect them longer. Works wonders on rough, dry skin!

2 SATINIZES PALMS.
Even rough palms are soothed and smoothed. New Hinds' "skin-affinity" ingredients actually help to soften calluses.

3 SOFTENS CUTICLE.
Nails look neater with New Hinds helping to keep cuticle pliable. No ragged edges to "catch." Your manicures stay lovely longer!

4 SMOOTHS KNUCKLES.
Dry knuckles yield to the smoothing action of New Hinds. Effective emollients "sink in." Hinds dries fast—never feels sticky!

WORKS WONDERS! Lanolin-enriched for extra effectiveness, New Hinds Honey and Almond Fragrance Cream keeps your whole hand feeling soft in spite of ravages of work and water. Use it to smooth elbows, arms and legs...try it as a powder base. Use Hinds to help protect babies' and children's tender skin from chapping! 4 sizes, 10¢ to \$1.00.



PRODUCT OF LEHN & FINE

Hinds Honey and Almond Fragrance Cream

NOW IN NEW LARGER BEAUTY BOTTLE



MARGIE'S PALS (from left) Ferguson Chapman, Jack Price, John Barnett wait in the Los Angeles jail.

LIFE'S REPORTS CONTINUED

tween Margie and Smokey, and she was ready to do anything he asked. The company paused in El Paso to pawn Luke's wristwatch, the last of his belongings, and bought a blackjack. Just as they were leaving the city that evening they saw an old man walking his dog near the bridge crossing the Rio Grande. They stopped the car, and Margie and the three Cincinnati boys went back to talk to the old man. As Margie kept him talking, one of the others sapped him from behind with the blackjack, knocking him to the ground. He said he had a bad heart and not to hit him again, so they hit him again. They just left him there after taking his wallet, which contained a dollar.

They weren't far out of El Paso when Lefty and Smokey started arguing about Margie. Lefty finally decided that if he couldn't touch her he would just "blow the whole thing," so that night when they camped he left them. Smokey gave him six bits to speed him along.

By now the car was wearing a set of Maryland license plates Frank had stolen in El Paso. He had also got Margie a red coat and a make-up kit.

Their nerves were beginning to wear thin when they hit Salt Lake City. Smokey told Frank and Red the gang better split up; so Frank went out and stole another car for himself and Red. Everyone was glad to see the last of querulous Red. Now there were just Margie, Smokey and steady, reliable "Curley" Price, who didn't say too much or get in anyone's way.

It was at Winnemucca, Nev. that the Plymouth finally gave up. The three of them hopped a freight for Sacramento that night. They rode all the way on a flatcar with two men they had met in the freight yard. These new additions turned out to be escaped convicts from the Utah State Prison, and one of them—John Barnett, 26—decided he wanted to join the gang.

By now Margie had had about enough, but Smokey had no in-

CONTINUED ON NEXT PAGE

VARICOSE VEINS

Need Not Keep You From Having

Sheer Leg Beauty

Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

MAIL
COUPON
FOR FREE
BOOKLET
TODAY



© 1949 Wm. H. Horn & Bro.

BELL-HORN Tropical Weight ELASTIC STOCKINGS

BELL-HORN, 451 North 3rd St., Philadelphia, Pa.
Send me helpful FREE BOOKLET, "NEW FACTS
ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

NAME _____

ADDRESS _____

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS



Make Her
Christmas Dreams
Come True! BUY HER A

LANE

Cedar Hope Chest
Guaranteed Moth Protection



No. 2368—Big 48-Inch Waterfall
Design in Walnut
Tray Included

\$49.95

Join Your Dealer's
LANE Christmas Club!

The Easy Way to Give Her
**THE GIFT THAT STARTS
THE HOME!**

Lane is the Real Love-Gift for

• SWEETHEART • WIFE
• MOTHER • DAUGHTER

At all fine furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.

Write Attention Dept. L15 for information, if desired.

JUNE HAVOC

appearing in

"CHICAGO DEADLINE"

A Paramount Production

says

"RC
tastes best!"



"The three leading colas were served to me in paper cups. I tasted them, and one was outstanding for fine flavor..."



"My taste-test winner turned out to be Royal Crown Cola. That's why I now serve RC at home regularly."



Save while you enjoy the best. Get RC... 2 full glasses in the big bottle, and it's proved best by taste-test!



Only RC gives you all 3!

- (1) Cool refreshment
- (2) Two full glasses
- (3) Best by taste-test flavor

LIFE'S REPORTS CONTINUED

tention of letting her go. Margie boarded the Sacramento freight under compulsion, and got her nice red coat smudged with the dirt of the flatcar. In Sacramento the gang found a beer joint where some of their flusher companions from the night's ride treated them to drinks and sandwiches. Life began to seem worth living again, and together with Blondie Barnett, who was serving five years for bigamy when he escaped, they took a night freight to Los Angeles, where Barnett said he had relatives who would supply some money. Then they could get a gun and pull some stick-ups.

Sunday morning they jumped off the freight as it slowed up entering the Los Angeles yards. Down in a hobo jungle alongside the tracks they left their suitcases with the clothes they had swiped, and Margie tended her precious make-up kit. Barnett set off for his sister's house. He returned a few hours later with some identification papers that he had stolen from his brother-in-law. He had a promise of some money, and in the evening they would move into the city and buy their gun.

Toward the end of the afternoon the three young men set off. Margie was left to guard the luggage. She sat in the hobo jungle and worried about the gun, knowing Smokey and the others were just desperate enough to use it. She thought of the outcome. "I'd sure hate to see Smokey get the chair," is the way she puts it. The boys hadn't been gone long before she made up her mind. She climbed up the bank and headed for busy Riverside Drive, where she found a motorcycle cop in a gas station. She told him her story and he put in a call for a radio car to handle the rest of the job.

At first the cops were skeptical. By the time Margie had led them to the river bottom Barnett had returned, and his brother-in-law's identification looked convincing. He said he was just taking a Sunday walk. But soon Price and Chapman appeared and the police decided to haul them all in. Riding to the precinct station, no one said anything—no one except one of the cops, who turned to Margie and asked, "You sure you're not trying to kid us?"

It wasn't until the next day that the Los Angeles police, with the aid of some research from El Paso and Cincinnati and the Utah State Prison, were able to break down the three tough kids. Margie's story checked pretty well, and where it didn't the police suspected some improvisation on the part of the prisoners.

look slimmer
in ten seconds
with
Kleinert's
*Slimderella
Girdle...

Have excess inches been robbing you of fun, freedom, fascination? Then don't waste another minute... start on Kleinert's glamour program today! First... slip into Kleinert's Slimderella Girdle. Pure rubber for perfect control... lined with soft, knit cotton for perfect comfort. This lining absorbs perspiration, keeps you beautifully cool—so you feel as well as you look! Slimderella molds you to vital new beauty, yet it's flexible as your skin. All over perforations for coolness. Fleece lined bottom edges, smooth flat seams, flannel backed garters assure you perfect freedom from rubbing. Washes and dries in no time!

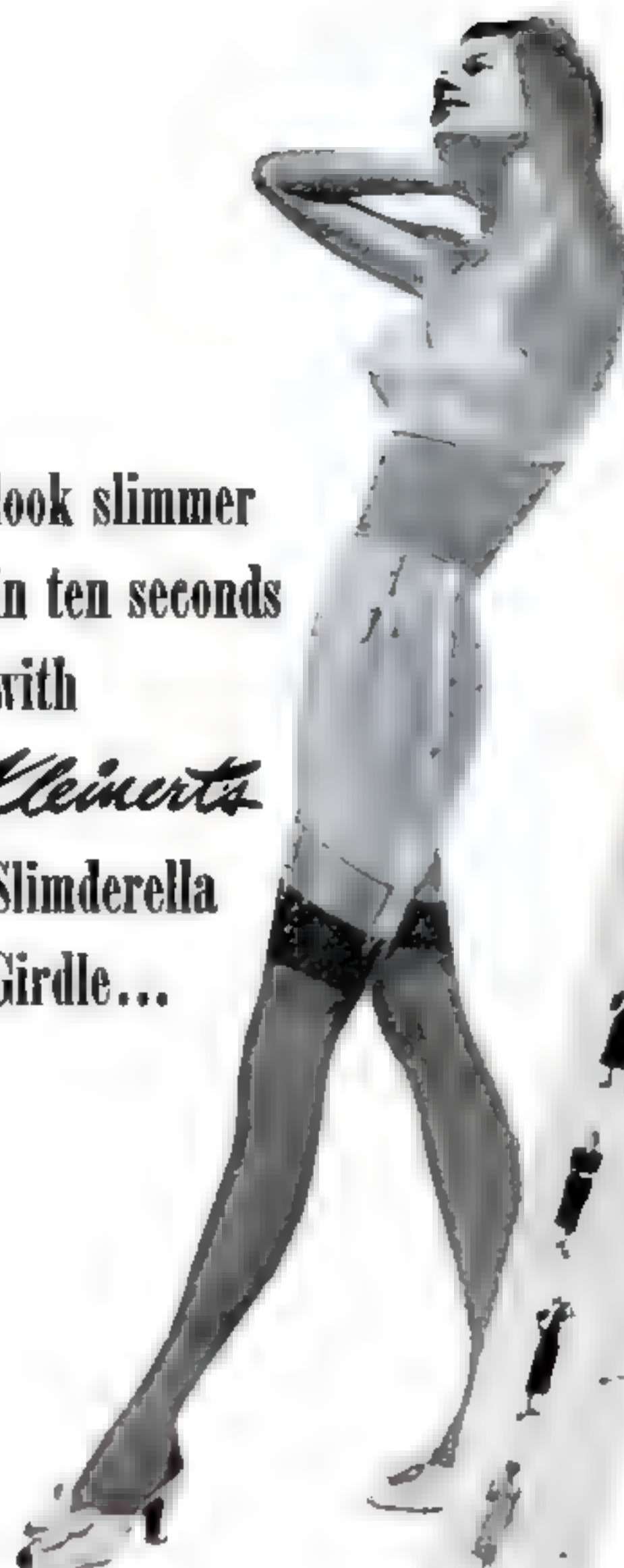
Every inch sizes... 24 to 36.

Step-in Slimderella... \$3.50.

Easy-on slide-fastened Slimderella \$4.50.

Free! Helena Rubinstein Reducing Diet and Beauty Plan... you get appetizing, satisfying meals, yet you can lose as much as seven pounds in ten days. This diet... by world-famous Helena Rubinstein... is just part of Kleinert's glamour program. The whole plan is yours for the asking... at your store that sells Kleinert's garments. With your Slimderella girdle, you get a free sample of Kleinert's *Mirelle powder. A delightful deodorant... helps you slip into your girdle, helps prolong its life.

*Prices slightly higher on the West Coast



be slimmer
in ten days
with
Kleinert's
Glamour
Program...

*Sant-Seants
Really smooth protection for troublesome days! Dainty, knit panties with waterproof panel. Tabs for pins. White and flesh in rayon, \$1.25. All nylon, \$2.50.

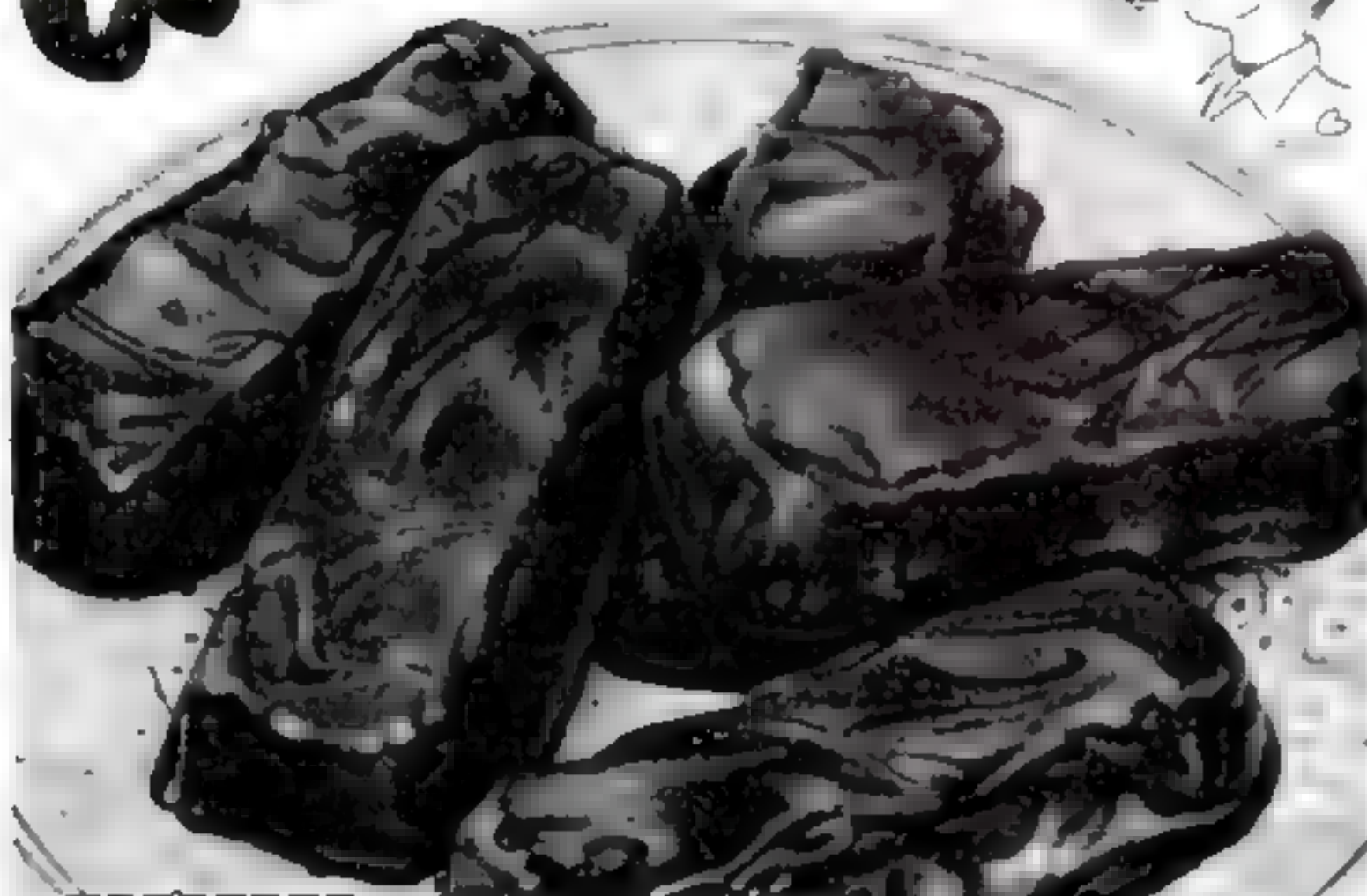
*Nuvo Elastic Sanitary Belt
Can't twist, cut or curl. Adjusts to any size. Anchored safety pins or pinless fasteners. In rayon—50¢; nylon and acetate—65¢.

*Braforms
The uplift bra gives you wonderful lines—the attached shields protect your clothes. Nylon marquisette, 32-42... \$2

CONTINUED ON NEXT PAGE

m-m-m-m Cocoanut Bars

(SEE RECIPE BELOW)



Chocolate Covered COCOANUT BARS

- 1 cup packaged sweetened moist cocoanut (chopped fine)
- 2 cups granulated sugar
- 2 cup fresh sweet milk
- 1 tablespoon light corn syrup
- 1 tablespoon dairy fresh butter
- 1 teaspoon vanilla
- 2 tablespoons marshmallow
- 1/2 teaspoon salt
- 1 lb. semi-sweet chocolate

Stir sugar, corn syrup and milk in saucepan over fire till dissolved.

Cover and cook to medium soft ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in cocoanut and form into bars. When cool, cover with melted semi-sweet chocolate. Makes 16 bars.

(But why go to all this work when no one makes Cocoanut bars better than Welch!)

MAKE THEM IF YOU WISH... BUT
AT CANDY COUNTERS EVERYWHERE
YOU CAN...



REACH FOR A

S-M-O-O-T-H

creamy cocoanut center, generously coated with thick, dark chocolate. Good? You'll say it is!

NO ONE MAKES THEM BETTER THAN Welch!

LIFE'S REPORTS CONTINUED

Margie realizes she had a terrible decision to make, but she doesn't regret making it. "I love Smokey," she says, "and he's too nice a guy to be going around pulling stick-ups. I want someone to take care of him."

Right now it looks as if Margie, Smokey and Curley will be extradited to Texas to answer the charges in El Paso. Barnett will go back to Utah, of course. Margie will most likely beat the Texas rap by turning state's evidence, and from then on she doesn't know.

"I wish I could see Smokey and find out how he feels about me," she says. "If he loves me as much as I do him, I reckon he'll figure it's all for the good. If they lock him up I'd like to get a little house near the prison and wait for him. But even if I went somewhere else he'd find me sooner or later, once he got out. He even said once he figured I'd turn him in and that he'd get me for it. I just don't know what he thinks."

Margie hadn't seen the interview Smokey gave to a Los Angeles *Herald & Express* reporter, in which he said, "I don't care if she did call the cops. I'll wait for her if she'll wait for me."

"If I'd been in town another 24 hours I would have gotten a rod somehow and somebody would have got killed. The cops would have had a gun battle on their hands if they'd tried to take me...."

"I guess me and Margie are pretty much in love, and I'll still go for her if she can wait while I sweat out 20 years."

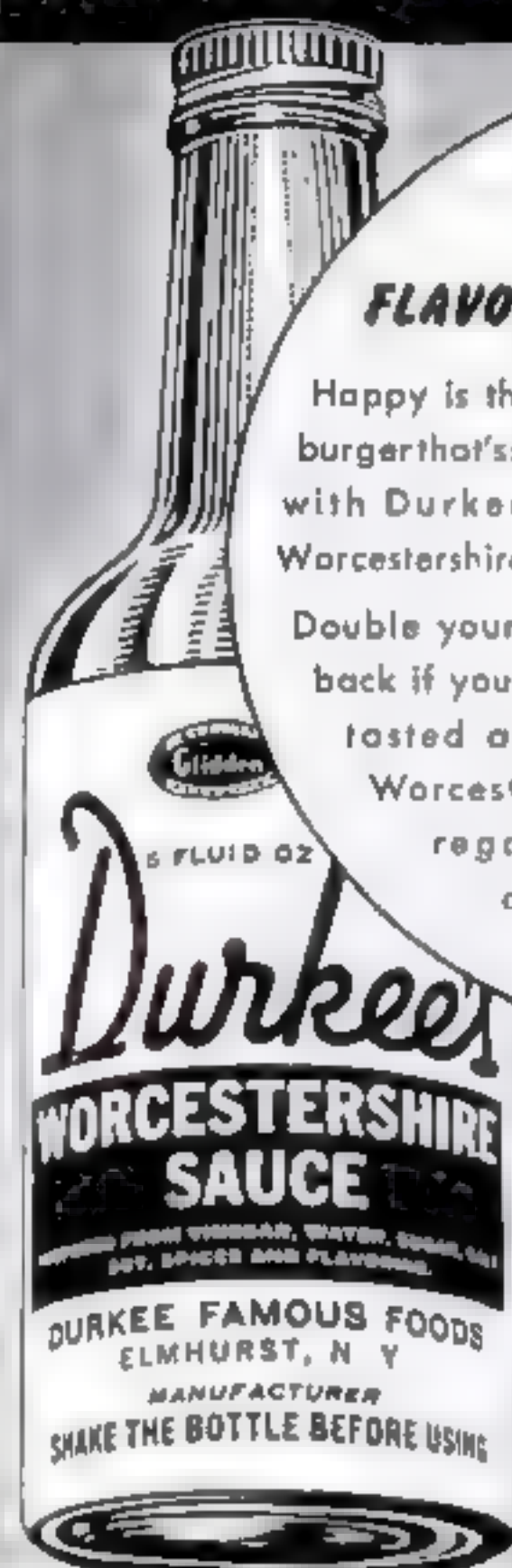
Sitting in the county jail and wondering what's next, Margie sometimes allows herself a few idle dreams about the future—settling down with Smokey in some rose-covered cottage and raising a pack of kids. The catch is that the doctor told her she couldn't have any more kids, and Smokey told her he was sterile. Then there is the little matter of Smokey's probable long-term engagement with some prison warden.

But Margie still has lots of time to work these things out; she won't be 19 until November.



MARGIE AND SMOKEY trade tender looks in custody after their arrest at trip's end in Los Angeles.

HEAVENLY FLAVOR!
DOWN-TO-EARTH PRICE!



FLAVOR TIP

Happy is the Hamburger that's sparked with Durkee's new Worcestershire.

Double your money back if you've ever tasted a better Worcestershire regardless of price.

The whole world
sleeps on a Beautyrest®
...or wants to!



Another quality product from
the House of SIMMONS...
the greatest name in sleep

*Trade mark Reg. U. S. Patent Office
Copr. 1949 by Simmons Co., Mfg. Mart, Chicago, Ill.

HAPPY FAMILY LANDINGS!

"fresh up" with Seven-Up!

BE A "FRESH UP" FAMILY!

Sammy's the "hottest" pilot in the world with his new plane and Sis is his greatest admirer. Dad and Mom, like parents in millions of "fresh up" families, have discovered that doing things together means happiness! Sparkling 7-Up takes an active part in everyone's family fun because it is the *all-family* drink . . . so pure, so good, so wholesome that even toddlers can "fresh up" with 7-Up.

As you plan your "fresh up" family fun, enjoy the fresh, clean taste of 7-Up. Order a case today where you see those bright 7-Up signs in your neighborhood.



You like it... it likes you!



Copyright 1944 by
The Seven Up Company



You've never felt comfort like this ...in a mattress!

Press your hand against a mattress cushioned with **Airfoam** and you'll instantly feel why it is the last word in restful, sleep-inspiring comfort. You'll feel a buoyant uplift from **Airfoam's** millions of tiny air cells—a firm yet resilient support that cushions body weight uniformly, insuring complete relaxation, perfect rest.

What's more—**Airfoam** mattresses retain this buoyant comfort for years and years. They won't flatten, crush or sag at the edges—never need turning—do not irritate allergies. You can make no more satisfying investment for real sleeping joy.

See the **Englander** combination **Airfoam** mattress and Red Line foundation—now featured at better stores everywhere. Make the "push test" and you'll want this miracle of sleeping comfort for the rest of your nights. Goodyear, Airfoam Dept., Akron 16, Ohio.

Airfoam
SUPER-CUSHIONING BY
GOODYEAR
THE GREATEST NAME IN RUBBER

Airfoam—T. M. The Goodyear Tire & Rubber Company

CONTENTS

THE WEEK'S EVENTS

- | | |
|-----------------------------------------------------|----|
| COMMUNIST TRIAL ENDS WITH 11 GUILTY | 31 |
| NOTRE DAME CLINCHES TOP POSITION IN U.S. FOOTBALL | 36 |
| CANTON'S FALL JEOPARDIZES HONG KONG | 42 |
| EDITORIAL: THE NAVY AND SECURITY | 44 |
| THE FASHION WORLD ARGUES OVER NEED FOR A NEW FIGURE | 49 |
| SWEDEN CHOOSES IDEAL GIRL | 74 |

ARTICLE

- THE MASTER POLITICIAN.** by ERNEST HAVEMANN 96

PHOTOGRAPHIC ESSAY

- THE HABSBURG ART COLLECTION 61

RELIGION

- EPISCOPALIANS CONVENE IN SAN FRANCISCO**
- 58

THEATER

- SHOW STOPPER: 'BE A MESS'**
- 52

MUSIC

- CONVICT GETS OUT TO HEAR HIS CANTATA..... 56**

TELEVISION

- NEW "INSIDE U.S.A." PROGRAM 113

MODERN LIVING

- EXHIBITION OF USEFUL OBJECTS.....119

BUSINESS

- | | |
|------------------------------------|-----|
| CANADA'S GREAT NEW ONE SUPPLY..... | 89 |
| YOUNGEST COTTON BROKER | 122 |

OTHER DEPARTMENTS

- | | |
|----------------------------------------------------|-----|
| LETTERS TO THE EDITORS | 1 |
| SPEAKING OF PICTURES: OPTICAL ILLUSIONS ARE BEALIN | 2 |
| AIRLIFT SOUVENIRS | 10 |
| LIFE'S REPORTS: MARGIE, by ALFRED WRIGHT JR. | 20 |
| LIFE CONGRATULATES | 81 |
| LIFE DOES ON A COON HUNT | 126 |
| SEQUEL: HEADSTANDER IS OFF AGAIN | 131 |

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

LIFE

LIFE'S COVER

The apple-cheeked young lady shown on LIFE's cover this week is a discovery. Her name is Harde Goranson and she is the latest find in a long line of Swedish beauties. She was picked this time not by Hollywood or other non-Swedish authorities but by Swedes themselves, who consider her the "ideal Swedish type." Harde lives modestly and happily in a little town called Stuvsta outside Stockholm, where she works as a model. Her favorite dish is pancakes; her favorite sport is fishing - for which she uses chewing gum as bait. She says the fish love it.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—KARL B. KRISTOFFERSSON & SYENKET WILDRE-

14 PORTAGE
14 P W GORDO - J C JORDAN
16 LY THE BETTMANN ARCHIVE
18 BY ALEX STOCKER
20 JES STOCKER
21 LOS ANGELES TIMES
22 MURRAY GARNETT FROM G.H.
23 THROUGH J.S. GRAMBS BY WILLIAM SHARP
24 ALFRED EISENSTADT FROM PIX
27-FRANCIS MILLER, NT ALFRED EISENSTADT FROM
PIX (4)
28-2. LY JOE SCHERSCHEL, NT 1. FRANCIS MILLER;
30-2. FRANK SCHERSCHEL, ACME FRANK
SCHERSCHEL
31-2. 7 TO NT, JOE SCHERSCHEL, A.P. - FRANK SCHER-
SCHER, BY FRANCIS MILLER
40, 41 ALTON PASTE @ CHICAGO TRIBUNE FROM ACME,
P.I.A. PHOTO BY WALTER SCHULLER, (NT-LOGISMS
DEAN, (NT) A.P. W 2
42, 43 CARRY BY A. EVENDUST
44 ACME ROBERT W. KELLEY GLENN DARTY FROM
G.H. PHILIPPE NALSMAN
46-COURTESY PAR-B MATCH (2) BY NEW YORK TIMES PHO-
TO STUDIO-GEN. GORDON PARKS-GORDON PARKS
50-GORDON PARKS
52- GLENN DARTY FROM G.H.
53, 54 JOE SCHERSCHEL
56-WATNE MILLER

39- WATNE MILLER DEC. 1897, RT. FRED LYON FROM RAPID-
 GUILLUME
 41- FROM OESTERREICHISCH-UNGARISCHE WAPPENROLLE
 FÜR 1897 BY HENRICH SCHÖLL, 40 VIENNA
 42 THROUGH 72 WALTER CURTIS, CHIEFEST KUNSTHIS-
 TORISCHES MUSEUM, VIENNA
 74, 77 78 -KARL G. KRISTOFFERSSON @ SVENSKT BILD-
 PORTAGE
 81- 4 ILLUSTRATED FROM KEYSTONE, RT. A. A. INT.
 84 NEW YORK TIMES H. G. WALKER
 86 MARTHA HENRI ANTHONY LINCK
 90 -RT GORDON COSTER
 96 91 GORDON COSTER -MAP BY ANTHONY BOGARD AND
 FRANK STOCKMAN, GORDON COSTER (2), DRAWING
 BY JAMES LEW CHY
 92, 93, 94 GORDON COSTER
 96, 97 DRAWING BY ANKER DEAN
 98 -ACME
 100 -W W GEORGE SKADSHING
 102 -W W THOMAS D. MCAYDY
 104 -G ARNOLD NEWMAN -W W
 107 -W W -ACME
 108 -W W
 110 -THOMAS D. MCAYDY
 113 THROUGH 116 -DAVID PESHIN
 119 -WALLACE RIBKAND
 120, 11 FRANK SCHERSCHKE
 122, 123 -JOHN DORRILL
 128 THROUGH 129 -THOMAS D. MCAYDY

ABBREVIATIONS: BOY BOTTOM; CEM., CENTER; © COPYRIGHT; EXC. EXCEPT; LT. LEFT; BT., RIGHT; T. TOP; A.P. ASSOCIATED PRESS; G.H. GRAPHIC HOUSE; INT. INTERNATIONAL; W.W. WIDE WORLD; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPEAL CAT ON W/T IN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

**OWN THIS NEW
CASTLE FUN MOVIE**

Here's great news for all 8mm-16mm projector owners! A Riot of Fun and Thrills!

ABBOTT AND COSTELLO



"RIOT ON ICE"

They're "deadheads" on a special train! They're chased in and out of windows at 70 M.P.H.! They land at an ice carnival and wind up on the snap end of a fast "crack-the-whip"! It's pandemonium on ice and a panic of laughs! Own this one for roaring fun every time you show it!

And Here's a great treat in Monkey-shines!



CHIMP ON THE FARM

"Shorty" is threatened with banishment to a zoo when he raises nothing on the farm but mischief for a rich harvest of fun. His most outraged victims are small boys swimming in the old swimming hole! What he does to their clothes is the last straw and he takes to the fields in the disguise of a scarecrow! "Shorty's" ruse is a howling success for laughs! Own it!

**SEE YOUR PHOTO DEALER
OR SEND HIM THIS
HANDY ORDER FORM
TODAY!**

FREE! to all projector owners. Send for new 1949-50 Castle Films Catalogue describing a great variety of home movies.

CASTLE FILMS

DIVISION OF UNITED WORLD FILMS INC.
 1465 PARK AVE. 542 E. DEARBORN ST. HUTS BLDG.
 NEW YORK, 29 CHICAGO, 3 SAN FRANCISCO, 4

SEND NO MONEY NOW! MAIL ORDER TODAY! **U.S.**

Send Carlie Films indicated in the size and length checked.	8 mm.		16 mm.		Sound
	50 Feet	Complete	100 Feet	Complete	
<input type="checkbox"/> "First On Ice"	<input type="checkbox"/> \$175	<input type="checkbox"/> \$550	<input type="checkbox"/> \$275	<input type="checkbox"/> \$875	<input type="checkbox"/> \$1750
<input type="checkbox"/> "Chimp on the Farm"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name _____
 Address _____
 City _____ Zone _____ State _____

☐ Billings Exchanged ☐ Send me Carlie Films FREE! No Last Calling ☐

But you're there, anyway... just in case

"Hey, Mom! Hey, Dad! Look!"

He doesn't expect to need you . . . but you know you just can't afford to take chances, so you move a little closer.

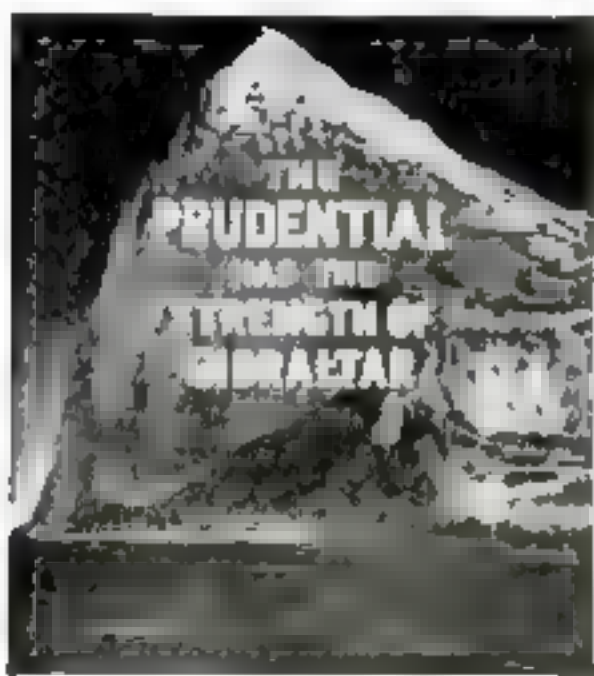
It's instinctive to protect your children from dangers you can see. But are you thinking of the possibility that some day in case of trouble you may *not* be there . . . may not be able to help them, provide for them? If you are, you know it's a real problem, but it's one that can be solved with the help of The Prudential.

Your Prudential representative, with the aid of the Dollar Guide, will show you how you can guarantee the financial security you want your family to have . . . funds for last expenses . . . an income for day-to-day living . . . extra money for the education of the children.

With this planned protection you'll always "be there" when needed.

★

Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY

WESTERN HOME OFFICE: LOS ANGELES, CALIF.



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



JUDGE MEDINA READS HIS CHARGE TO JURY. THIS SKETCH AND THOSE WHICH FOLLOW CONSTITUTE MOST COMPREHENSIVE PICTORIAL RECORD MADE OF TRIAL

COMMUNIST TRIAL ENDS WITH 11 GUILTY

SKETCHES FOR LIFE BY WILLIAM SHARP

In the Federal Court House in New York's Foley Square, Judge Harold R. Medina rocked in his big leather-backed chair. He glanced at the jury, listening patiently. He looked at the government's attorney, John F. X. McGohey, and aides conferring at their table. Then he studied the defense attorneys, buzzing among themselves and watching, hawklike, for a chance to jump up and disrupt the court's procedure. An almost imperceptible frown twitched the judge's neat mustache.

In the high, oak-paneled courtroom (from which press photographers were barred in accordance with federal judicial practice) the trial had been going on for nearly nine months. For Harold Medina, former Columbia law professor, it was his first

big trial as a judge. But this was more than a big trial. It was one of the most important cases, and might become the most significant, in U.S. history. Before the bench were 11 top leaders of the Communist party in this country, charged with secretly advocating the overthrow of the government by violence. Directly involved was an all-important issue in U.S. jurisprudence and political philosophy. From the defense came the argument that books, the Communist party and free speech (not 11 Communists) were on trial. The government answered that only these 11 individual men were involved. They were charged with fomenting revolution, not openly (long since judged no crime) but in secret conspiracy. A nice point legally, it had tremendous significance: what are the means a democracy can use to protect its existence?

In this surcharged atmosphere the defense lawyers tried to scuttle the trial instead of win it. First they attacked the jury system, then tried, with taunts and inflammatory outbursts, to throw the courtroom into confusion and the case into mistrial. Despite it all, Judge Medina remained calm, refusing to be goaded into the eruption they hoped would get him disqualified.

Through spring, the unseasonable heat of last summer and well into autumn the trial went on. As the government unfolded its damning evidence of criminal conspiracy the Communists responded with more oratory, more courtroom antics. Finally, on Oct. 13, the arguments were over. Pointed-

ly, impartially, Judge Medina gave the case to the jury. Next day, after deliberating seven hours, they were back. The verdict: all 11 guilty.

The vital question of whether this decision endangered civil liberties would have to wait until the Supreme Court acted upon the Communists' appeal. But for Judge Medina the trial was over. First, however, there was one little matter of "unfinished business." Sternly he called the Communists' lawyers before him and, as the courtroom gasped, gave six of them sentences varying from 30 days to six months in jail for contempt of court.

Judge Medina's frown gave way to a look of sober satisfaction as he turned, his black robes swirling softly, and then proceeded from the courtroom.



STERN FINGER is wagged by Judge Medina during one of many altercations with defense in course of trial.



STROKING CHIN and tilting eyebrows, Judge Medina engages in legal fencing with one of defense lawyers.



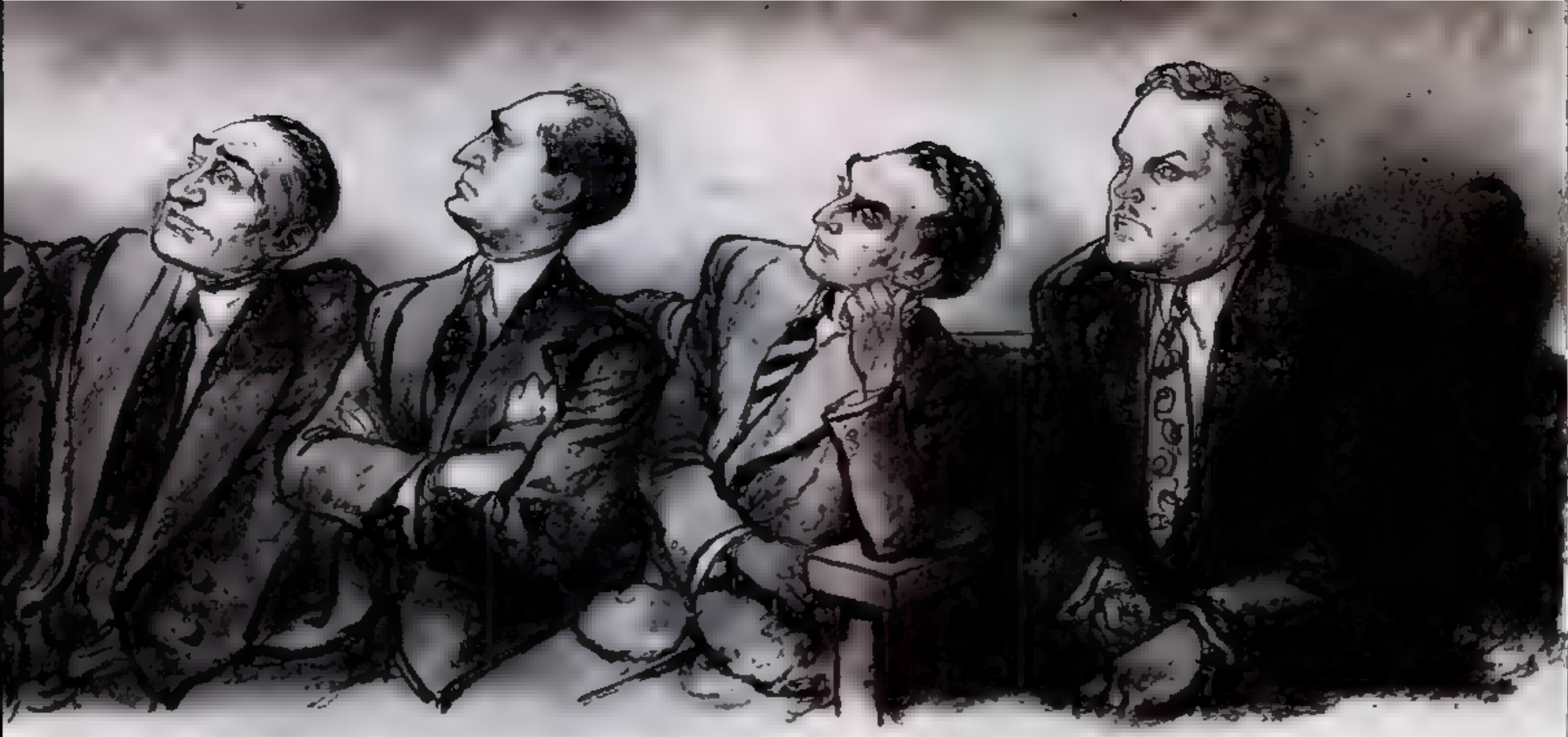
THE DEFENDANTS In the great Communist conspiracy, these were important men. Together with aging National Chairman William Z. Foster (whose trial was separated from theirs) they were the brains of the party, its American Politburo. This week they were in jail, awaiting sentence to as much as 10 years in prison and \$10,000 fines.

They are (from left) Eugene Dennis, 34, the party's national secretary, who, having acted as his own attorney, got an extra jail sentence for criminal contempt along with the other defense lawyers; Carl Winter, 43, Michigan state chairman; Robert Thompson, 31, New York chairman; John Gates, 36, editor of the *Daily Worker*, who served a 30-day contempt sentence during the trial;



THE JURY In the great Communist conspiracy trial, the defense spent eight weeks trying to show that the jury-selecting system in New York doomed the defendants to an unfair trial by a hand-picked jury. Yet when the jury was finally sworn it included three Negroes (among them the foreman), two unemployed persons and only one of prominence and means. Its mem-

bers, who usually looked as impassive as they do in Artist Sharp's sketch, were (from left) 1) Mrs. Thelma Dial, foreman, wife of a band leader; 2) Russel Janney, theatrical producer and author (*Miracle of the Bulls*), on whose account the defense vainly asked a mistrial in August because an actress—whose motives the FBI is now investigating—charged he had made prejudicial statements



Henry Winston, 35, national organization secretary, who has been in jail since June 3 for bawling to Judge Medina that Gates's sentence was a "monstrosity"; John B. Williamson, 46, labor secretary of the party; Benjamin J. Davis Jr., 46, a New York City councilman and president of the firm that publishes the *Worker*; Jack Stachel, 49, party educational director; Irving Potash, 17, Rus-

sian-born vice president of the International Fur and Leather Workers' Union, who went to jail back in 1919 for helping organize the Communist party in the U.S.; Gilbert Green, 43, Illinois chairman, who has been in jail since June 20, when he sneered to the judge that "I thought we were going to be given a chance to prove our case," and Gus Hall, 39, Ohio chairman, also in jail since June 3.



about the trial; 3) Mrs. Ida F. Howell, beauty-shop operator and wife of a taxi driver; 4) Miss Kathryn E. Dunn, an unemployed securities clerk; 5) Mrs. Lillian Berliner, wife of a woolen salesman; 6) Mrs. Carrie L. Robinson, a widow and office worker; 7) Patrick S. Reynolds, a retired beer salesman; 8) George L. Smith, a fur and real-estate salesman, replaced by an alternate after he became

ill; 9) Mrs. Gertrude Corwin, wife of a salesman; 10) Henry E. Allen, unemployed industrial engineer; 11) Mrs. Lillian Schlesinger, a widow and store employee; 12) Mrs. Jane Schultz, a housewife and the alternate who replaced Smith; 13) Mrs. Lillian Wolfe, an alternate; 14) James F. Smyth, telephone wireman; 15) Mrs. Diana Zagat, an alternate and 16) Mrs. Matilda Dunn, an alternate.

THE TRIAL WAS LONGEST, MOST NOISY, MOST CONTROVERSIAL IN U.S. HISTORY

The trial was the longest federal criminal case in U.S. history (second longest: Washington, D.C.'s 7½-month sedition trial in 1944, which ended in a mistrial). One reason for the record length was the 40 days' delay at the start, during which time the defense used up all of its 15 allowed challenges in choosing jurors.

The trial's text ran to five million words on 21,157 pages, occupied 28 volumes. The deposition written by Party Chairman William Z. Foster, who was absent and will later be tried separately, alone ran for 394 pages and took two whole days in court to be read.

It was the most picketed trial in U.S. history. More New York City policemen (400) were assigned to the courthouse on the trial's opening day than at any previous trial held there. At times during the trial the pickets numbered several thousands. Finally in August the U.S. House of Representatives passed a bill outlawing pickets at federal trials. But the Senate had not acted on it by the trial's end.

The trial cost the government \$1 million in lawyer and jury fees and clerical costs. It cost the defense nearly \$500,000 in printing, stenographic charges, lawyers' fees, office expenses and miscellaneous costs, amounting to around \$10,000 weekly.

Press coverage was largest in the U.S. since 1935 Lindbergh trial; reporters, whose output ran into billions of words, occupied 70 of courtroom's 140 seats. A precedent of some sort was established by reporters for the *Daily Worker*, who during afternoon recess submitted their copy to the defendants for approval.

On March 7, after he had heard the 16th of 22 motions made by the defense, Judge Medina said, "This must be almost the world's record for motions." But this was easily surpassed on March 31 when he denied 70 defense motions at one clip.

Thousands of telegrams were sent to Judge Medina during the trial. Within a day after putting Defendants Gates, Winston and Hall in jail for contempt of court, he got more than 3,000 telegrams, all insulting or defamatory.

As soon as the verdict was announced the Voice of America was quick to point out in worldwide broadcasts that, in contrast to the trial here, Hungary's recent trial of Laszlo Rajk and seven other leading Communists (*LIFE*, Oct. 10) took only six days. All the defendants there pleaded guilty and five were sentenced to death or life imprisonment.

When it was all over a reporter noted that in spite of all the tumult Judge Medina had never once banged his gavel.

DEFENSE ACTUALLY WEAKENED OWN CASE

It was 10:30 a.m. last Jan. 17 when 75-year-old Court Crier Fred Loeffelman loudly proclaimed, "All rise!" Judge Medina mounted the bench in the robe Loeffelman had helped him into a few moments earlier, and Clerk William Borman intoned, "Hear ye, hear ye, all persons having business with the court . . . draw near, give your attention and you shall be heard." In the weary months that followed, Fred Loeffelman carried innumerable jugs of water to the bench and counsel tables, while those hav-



LOEFFELMAN

ing business with Judge Medina's court were heard.

Because of the delaying tactics of the defense, it was March 23 before the first government witness took the stand. He was Louis F. Budenz, ex-Communist managing editor of the *Daily Worker* who is now on the faculty of Fordham University. An expert witness on the machinations of the conspiracy that he had abandoned for Catholicism, Budenz testified that the party, on direct orders from onetime Com-



BUDENZ

intern Head Dmitri Manuilevsky and French Communist Jacques Duclos, had been plotting a violent revolution in the U.S. since 1945. The plotters had been guided, he said, by (among others) Stalin himself, who had written in *Fundamentals of Leninism* that an American revolution was "impossible without the violent destruction of the machinery of the bourgeois state." Although the defense made much of Budenz' past, and although Eugene Dennis bitterly denounced him as a "traitor," five days of cross-examination never shook Budenz' story.

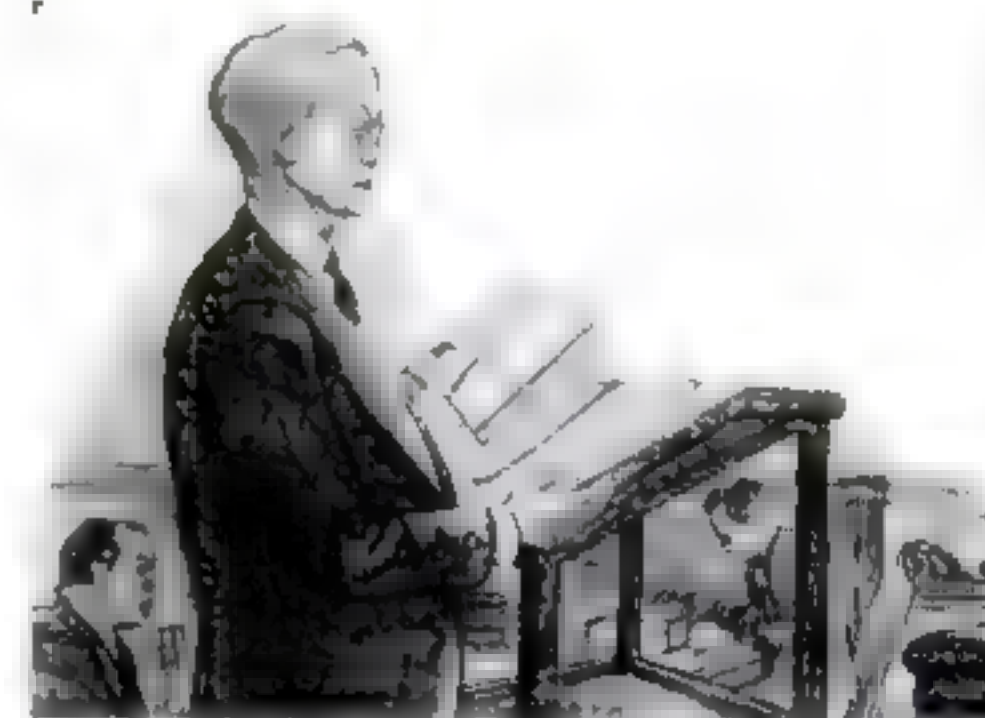
The defense had taken it for granted that the government would use Louis Budenz to lay the groundwork for its case. But it was unprepared for Witness Herbert A. Philbrick, whose appearance brought protests of "unfair surprise" from the Communists' lawyers and marked a turning point in the trial. Philbrick, a 33-year-old Boston advertising man, had



PHILBRICK

lived a double life. He testified that, as a member of Communist groups since 1940 and a secret party member since 1944, he had kept the F.B.I. in constant touch with the party's efforts to "colonize" such key factories as the General Electric jet-engine plant at Lynn, Mass.—object, violence.

Before he was through U.S. Attorney John F. X. McGohey deftly wove the evidence of seven such counterespionage agents into his case—and frightened the party into a frantic loyalty investigation of the members on its rolls. Then on May 23 the defense took over. For 82 days Head Red Eugene Den-



McGOHEY

nis, his battery of lawyers and his codefendants tried to show that the Communists were just another political party, that they plotted nothing but peaceful change, that they now abhorred violence as a reformed drunk abhors the bottle. But time after time McGohey trapped their witnesses into admissions of false statements. At the end Judge Medina, in overruling motions for a dismissal of the indictment, agreed that the government's case was actually stronger than it was when the defense began. The curtain line to the drawn-out drama came when defense lawyer Sacher told the judge that he considered a jail sentence for contempt a small price to pay "in the cause of liberty." Retorted Judge Medina, "It is not the price of liberty but of misbehavior."



DENNIS



CONTEMPTUOUS BEHAVIOR of defense lawyers, aimed at provoking a mistrial, often brought several to their feet at once, yammering at the judge. On last week's day of reckoning it brought jail sentences for six of the defense for a total of 82 acts of contempt of court. In this scene at the defense table are (from left) Mrs. Yetta Land, an adviser; George W. Canfield Jr., who was sentenced to four months; Louis F. McCabe, 30 days; Eugene Dennis (behind McCabe); Harry Sachse and Richard Gladstein, six months each; Abraham J. Isserman, four months; Advisory Counsel Maurice Sugar, not ruled.



JURY'S VERDICT announced by the foreman, Mrs. Thelma Dial, was, "The jury finds each of the defendants guilty." As she spoke her 11 fellow jurors, their long ordeal

over, slumped in their seats, like Janney, or stared across the courtroom. When polled at attorneys' demand, each member of the jury solemnly affirmed: "Guilty for all 11."



HALFBACK IN CHAPEL, Notre Dame's Lawrence E. Coutre, a senior from Chicago, prepares to accept sacred wafer from the hand of the Rev. Thomas J. Brennan at pre-

game communion mass. Father Brennan, a philosophy professor, is unofficial chaplain to team. After this solemn beginning, Coutre had triumphant afternoon (opposite and p. 39).



COACHES FRANK AND LEAHY CONFER BEFORE GAME

THAT NOTRE DAME, IT'S PURE MURDER

No. 1 team smothers challenger

Last Saturday afternoon in South Bend, Ind., the Notre Dame football team—rated No. 1 in the nation—played Tulane then rated No. 4. Since the No. 2 and 3 teams, Army and Oklahoma, would not meet the Irish, it looked like a possible national championship, and the press treated it accordingly. This was an error. Thirteen minutes after the openinggun, Tulane was quivering like a troop of Boy Scouts on the Normandy beachhead and the score was 27-0 for the Fighting Irish.

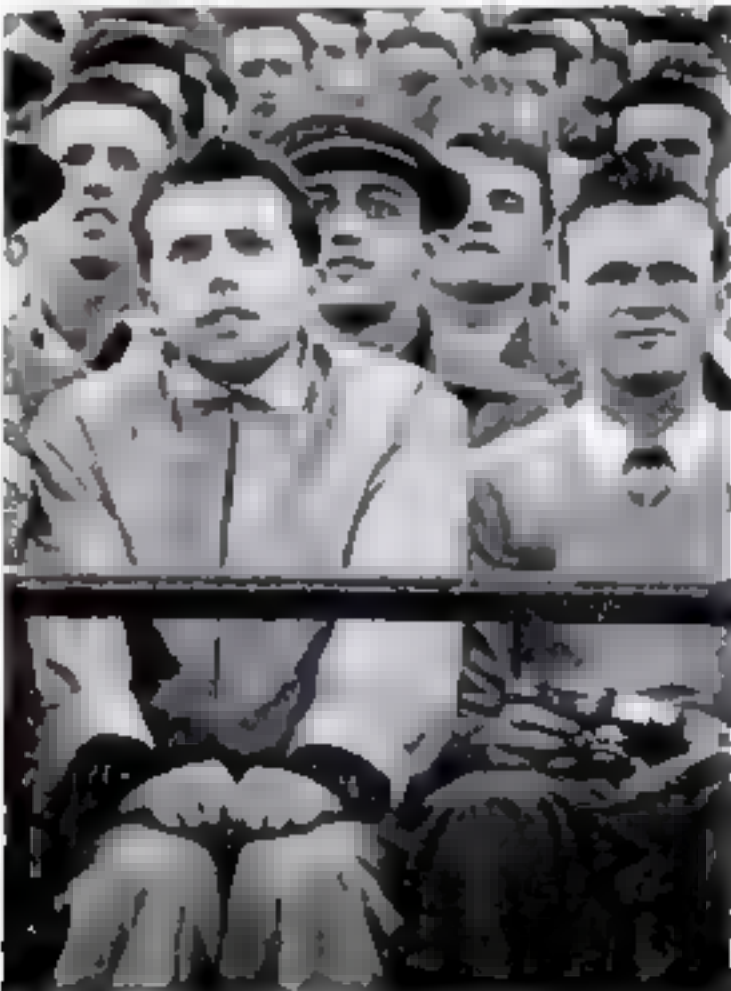
The 58,196 spectators shared Tulane's feeling of helpless shellshock through an afternoon that finally ended 46-7. They saw tooth-rattling blocking and precise tackling that might well have terrified the professional Philadelphia Eagles. They saw Notre Dame backs run five to 81 yards whenever the Irish got the ball.

Notre Dame's ferocity astounded Tulane (and the onlookers too), but it need not have. At South Bend, the team seems to consider victory a religious mission. The players took communion before the game, and one of the communicants, Larry Coutre (opposite and right) made the first three touchdowns. Even without mixing religion and a mundane activity like sport, Notre Dame's overwhelming superiority (next two pages) would have won.



HALFBACK ON HIS WAY, Notre Dame's Larry Coutre brushes past Tulane's Glisson, (41) as he begins an

81-yard run to a touchdown in the first quarter. In his wake Tulane player is bent like a bow from a fierce block.



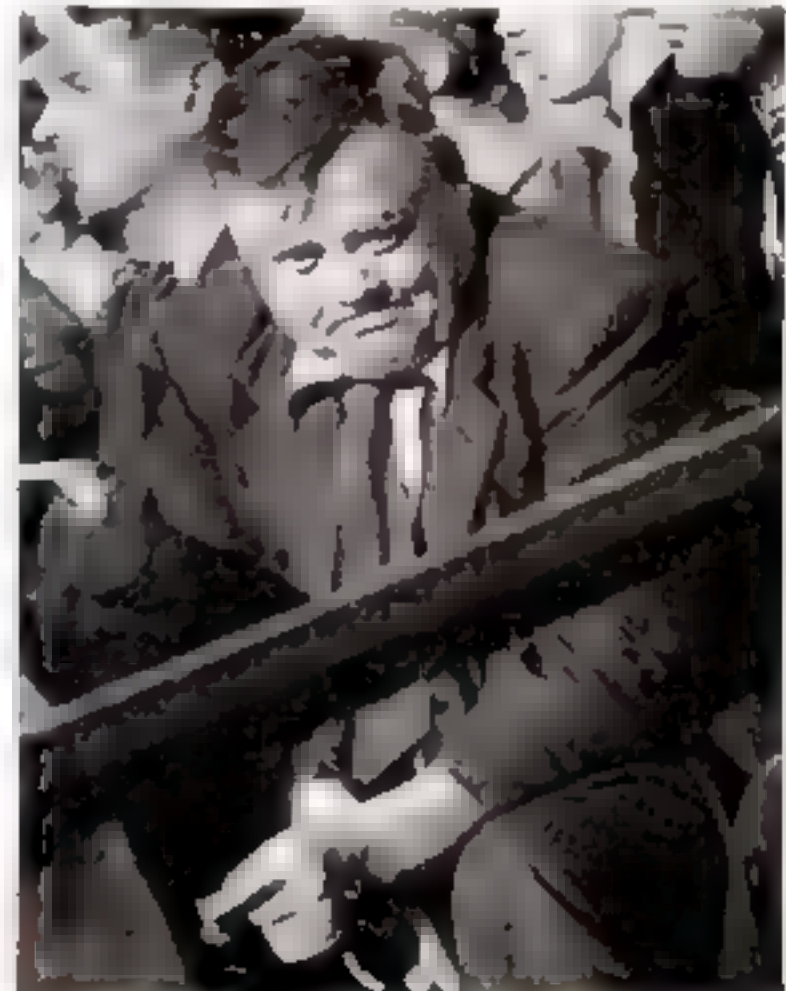
IRISH WORRY narrows eyes of Notre Dame student after team loses a few yards.



IRISH WONDER replaces worry as student half rises to follow runner's progress.



IRISH ECSTASY results as rooter lifts hands in prayerful applause for long run.



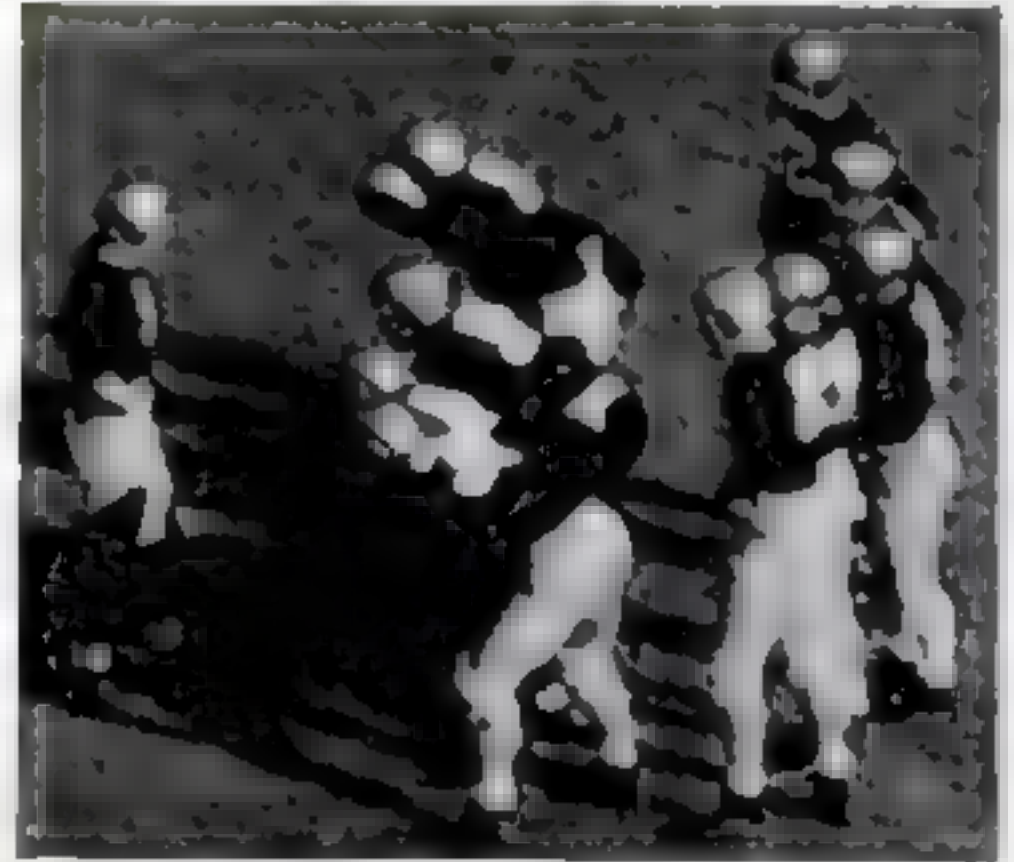
SOUTHERN SORROW wrenches face of this Tulane fan as enemy runner sweeps on.



Notre Dame CONTINUED

THESE ARE REASONS

Proficiency in blocking and tackling is a characteristic shared by all good football teams. In the Tulane game Notre Dame proved itself a great team by executing these fundamentals with a savage authority that went far beyond simple proficiency. Notre Dame blockers opened huge gashes in the Tulane line, which came apart as if it were unzipped at the tackles and guards. The Irish completed



STREAMLINED HUDDLE speeds Irish attack. The team faces line of scrimmage as quarter (left) calls signals.



MASS TACKLING is a Notre Dame specialty. In this picture three tacklers jar ball out of Tulane runner's arms.



BALL HANDLING in backfield confuses Notre Dame's opponents. Who has the ball in this picture? No. 37.

PASS OFFENSE, though not needed against Tulane, sets up Notre Dame's fifth touchdown as Wightkin leaps

to snatch a 44-yard toss from a would-be Tulane interceptor. Four plays later the Irish scored on another pass.

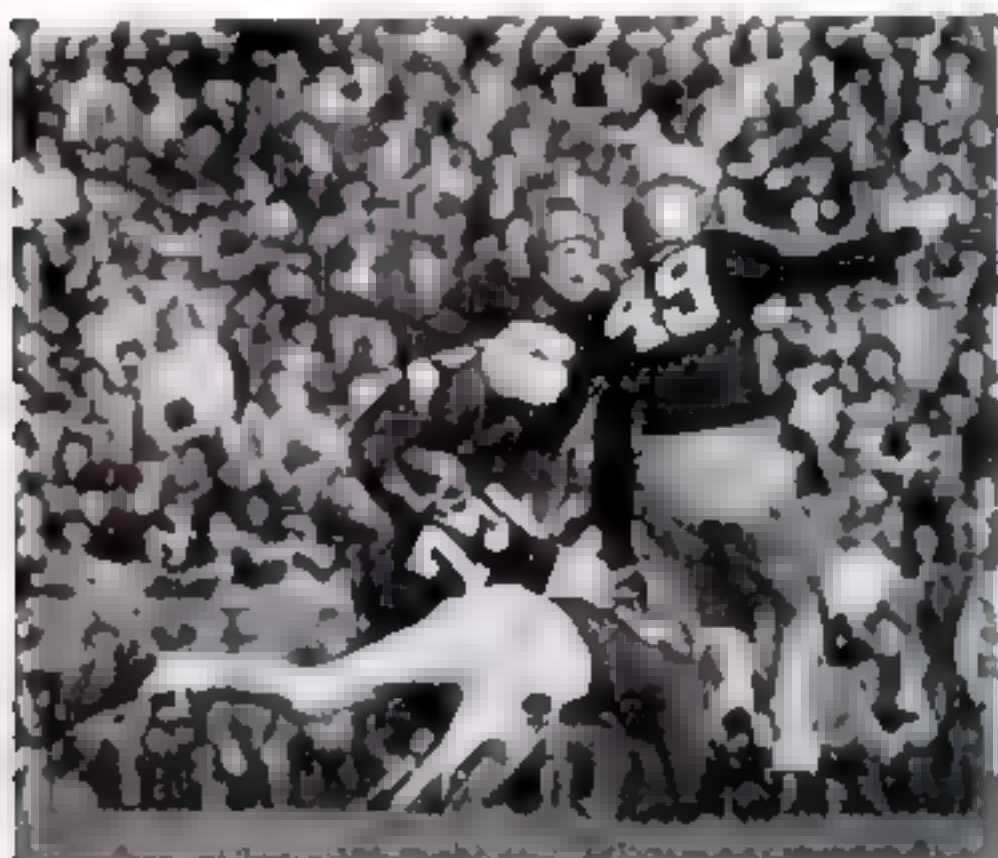


SHOULDER BLOCKING, a hit 'em high technique reminiscent of Heffelfinger days, throttles line as Oracko

converts after sixth Irish touchdown. Notre Dame blockers are taught to grip jerseys (right) to avoid holding penalties.

WHY THE IRISH RULE

long, looping passes as casually as if they were putting on a private demonstration for visiting sportswriters. Notre Dame's clinical competence was psychologically shattering, even when Tulane had possession of the ball, it could do nothing right. In the third quarter, when Halfback Kinek caught a touchdown pass, he seemed as surprised as anyone, and a fan jeered, "Now you can open your eyes."



AGGRESSIVE LINEMEN, Tonerff (75), and Helwig (19), smother Price, Tulane's big threat, on kickoff play.



PRECISION INTERFERENCE clears Emil Sitko for 22 yards as two men brush aside three Tulane tacklers.



ALERT DEFENSE recovers fumble. Hart (82) goes for the ball while a teammate (top) takes out four blockers.

HALFBACK IN SHOWER ROOM—COUTRE IS JUBILANT→



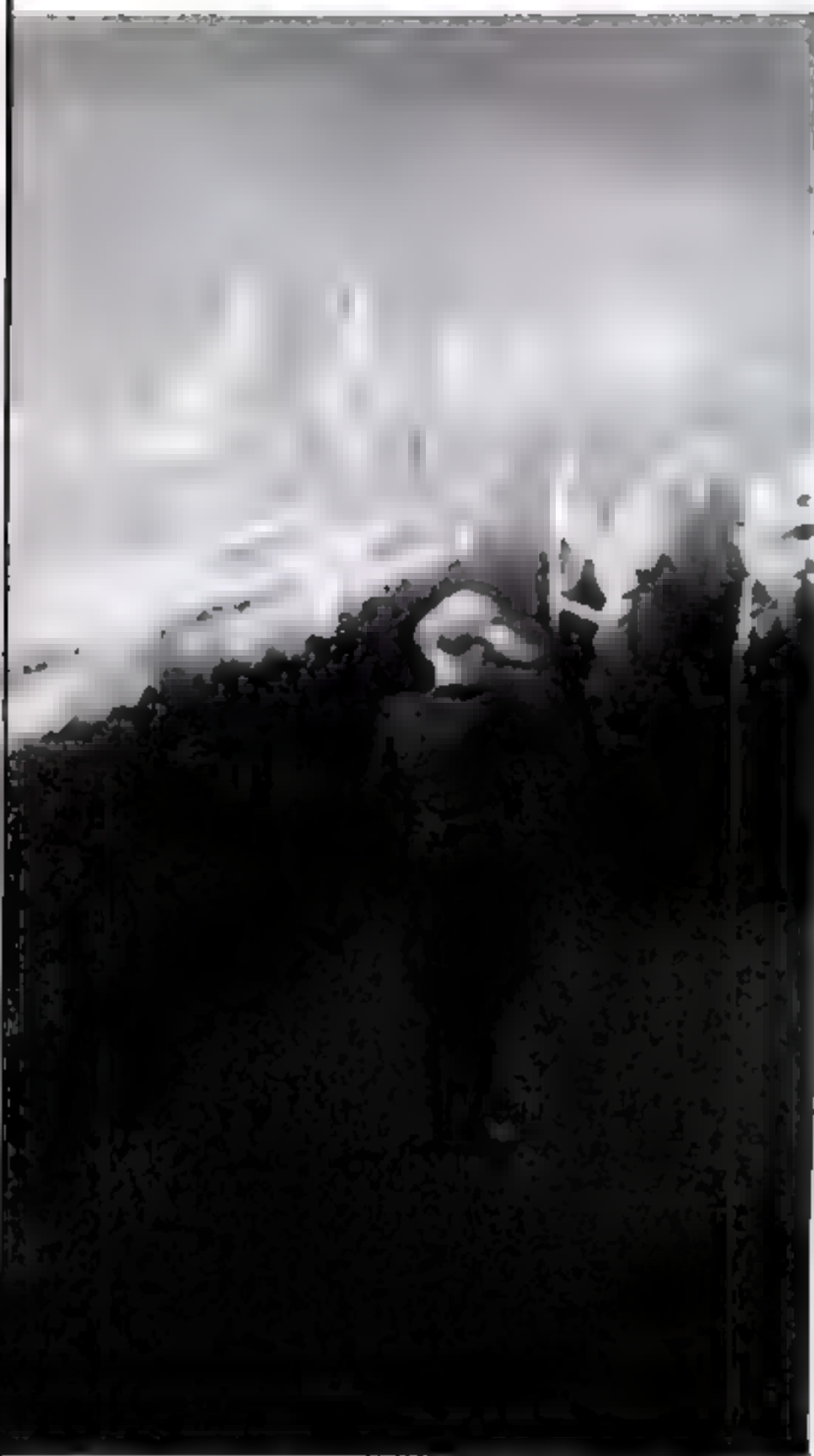


RED TORCHLIGHT Sixteen and a half years ago a torchlight parade of Storm Troopers tramped down Berlin's Unter den Linden to usher in Adolf Hitler's government. Last week another parade moved down the same street carrying torches, which threw an eerie

INTO THE NET Helen Schwandt, of Chicago, in and out of mental hospitals for eight years, last week got a wild look in her eyes again and threatened her husband with a meat chopper. He called police and firemen. They arrived as Helen, clad only in shorts, was running from window to window looking for a spot to jump. They followed her with a net, saved her life by catching her.

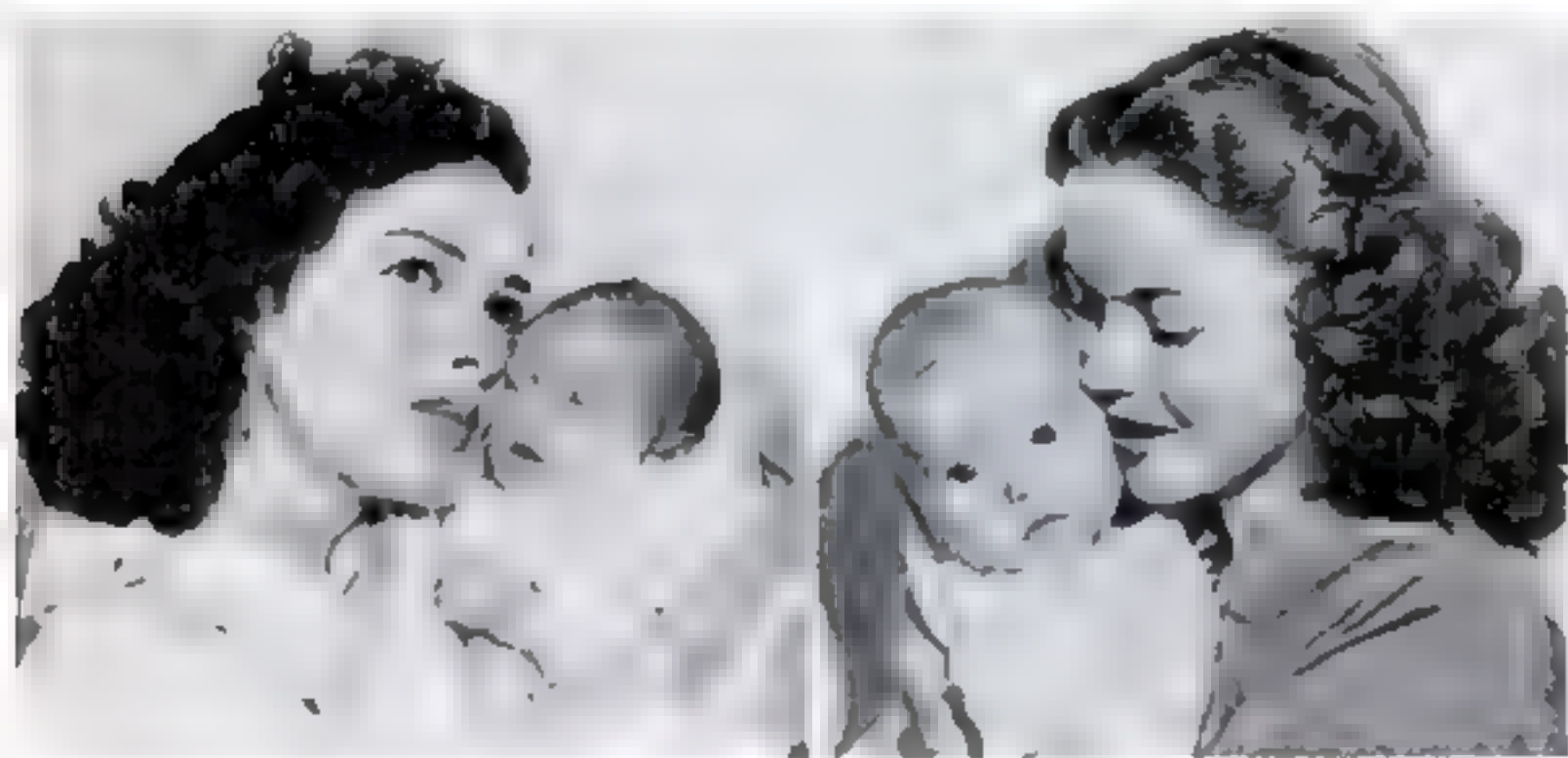


ON THE ROCKS When Shirley Temple married ex-Air Force Sergeant John Agar in September 1945, millions of Americans rejoiced vicariously in the new-found happiness of the movie star they had adored since she was a child. When, two years later, Shirley's friend Kathryn Grayson (shown with Shirley at left) married Agar's friend Crooner Johnny Johnston (above left) it looked as though



light on the ruins Adolf Hitler left behind him. This time they shouted Communist slogans. On orders of the Russians the People's Council had declared itself a government of Eastern Germany and named Wilhelm Pieck, Moscow's aged stooge, its first president. Elections were deferred until October 1950.

STALIN'S DAUGHTER According to International News Photos the smiling girl at the right is Svetlana, who was born of the dictator's second marriage. With the picture, supplied by a Czech refugee, came a tale of thwarted love: Svetlana, now 24, became infatuated four years ago with a young journalist named Alexey Kapler. Stalin sent the young man to prison.



both couples would give Hollywood an example of wedded bliss which it badly needed. Later both girls had baby daughters which only added to their attractiveness. But then, as movie columnists now sagely say, things began to get tangled. There was a time when Agar's name was linked with other women's, and Shirley's with Johnston's, although the outward semblance of marital bliss was carefully maintained. Just what happened finally, nobody at first professed



to know, but last week Shirley stabbed sentimental movies fans in the heart by suing for divorce. The charge: "grievous mental cruelty." The Temple-Johnston talk was revived but denied by all parties. Said Johnston (*above left*, with wife), "I am very much in love with my wife." Said Agar, "I still love Shirley." Said Shirley (*above right*, with Agar), "You see, I have grown up with the motion-picture business and John hasn't. He can't understand the difficulty of a career."



WHITE ARROWS IN THIS PERSPECTIVE DRAWING SHOW ROUTE OF RED ADVANCE FROM THE NORTH. BLACK ARROW SHOWS DIRECTION OF MAIN NATIONALIST RETREAT

CANTON AND HONG KONG

Newest Red victory jeopardizes British Crown Colony

On the muddy delta formed by silt-laden rivers, which for centuries have provided trade routes to the interior, lies the great city of Canton, nine-month-old capital of Nationalist China and cradle of the Kuomintang. Eighty miles to the southeast is the island-studded Crown Colony of Hong Kong and the New Territories, an alien appendage jutting into the South China Sea. These two areas have been the last artery of trade into what was left of Chiang Kai-shek's republic. But last week Canton fell to the armies of Communist China



TO SOUTHEAST, BEHIND FRONTIERS OF CROWN COLONY, LIES FORTIFIED HONG KONG, ITS SEA AND RAIL ROUTES TO CANTON NOW BLOCKED BY COMMUNIST ARMIES

which struck down from the rugged hills to the north. They captured Canton without a battle, driving the faltering Nationalist government of Acting President Li Tsung jen back to the wartime capital of Chungking and washing the Red tide up to Hong Kong's door.

Wracked by bitter dissent between President Li, who advocated continued resistance in Canton and Chungking, and Generalissimo Chiang Kai-shek, who planned to hold out in his Formosa stronghold, the Nationalist armies scat-

tered. Wealthy Chinese businessmen and foreign officials packed aboard planes, trains and trucks bound southward to Hong Kong, where 30,000 British troops maneuvered close to fortified frontiers. No one knew what the next Red move would be, but Britain was clearly committed to defending Hong Kong and she was also under pressure from her business interests to save the profitable China trade. She would fight if attacked, she would trade if possible—and the price for trade probably would be British recognition of the new Communist regime.

THE NAVY AND SECURITY

THE GRAVE QUESTIONS RAISED BY THE ADMIRALS MUST BE WEIGHED AGAINST THE PURPOSES BEHIND THEM

Brave men, blue water and fine ships made the Navy great. All these, and something else: a dedication, a special essence of purpose, skill and spirit which has ever set apart the Navy and its men. Naval airmen have the same distinct and separate quality, the quality which caused Henry Stimson to remark with inspired irritation that the Navy dwells in a dim religious world of its own. Dim though the Navy's inner world may be, its religion is mighty, and for it the U.S. must be deeply thankful. It is the religion of John Paul Jones, of Decatur at Tripoli, of Farragut at New Orleans, of Halsey and Spruance and Radford at Guadalcanal, Midway, Okinawa; and nowadays of Admiral Louis Denfeld, the present Chief of Naval Operations, who can say with total certainty, "Any step that is not good for the Navy is not good for the nation."

Last week the Navy's sense of dedicated rightness led it to put on a performance without precedent in U.S. history. The highest officers of the Navy told the public, the allies and the enemies of the U.S. that American military policy is senseless, fallacious and immoral. They shook the country's confidence in the makers, the methods, the chosen instruments of military policy. They exposed critical difficulties in two central agencies of military policy, the Department of Defense and the Joint Chiefs of Staff. They lessened the deterrent effect of the atomic bomb, the only positive counter to Soviet aggression now possessed by the U.S.



DENFELD

All this they did in line of highest duty. And why? Regretting that such matters had to be thrashed out before the world, Admiral Denfeld said, "I believe, however, that it would have been immeasurably more regrettable had these is-

ssues remained hidden and a false sense of security been permitted to prevail." Sensible men must agree. Thanks to him and his fellow admirals, it is now evident that a false sense of security did prevail and that further concealment could have only compounded the harm. Everyone knew that the Department of Defense was having its troubles, that the Navy was unhappy, that the services were still bickering. But there was a feeling that Secretary Johnson and the Joint Chiefs were doing pretty well with "unification," whatever that somewhat mysterious word might mean. Now it is all too clear that unification is faring badly, that Secretary Johnson is faring even worse, and that the Joint Chiefs of Staff is a cover for continuing and corroding differences between the Navy and the other services. To the extent that the atmosphere and effectiveness of the Department of Defense and the Joint Chiefs of Staff determine

the security of the country, the U.S. is in a bad way and it's well that all Americans know it.

In exposing the weaknesses of the Joint Chiefs and Department of Defense, the Navy spokesmen brought into question the usefulness of the atomic bomb, the wisdom of the strategy based upon it, and the efficiency of the B-36 bomber chosen to carry it on its primary missions.



VANDENBERG

The burden of reply rested this week upon General Vandenberg of the Air Force, General Bradley and General Collins of the Army, Secretary Johnson and General Eisenhower, who has shared in recent decisions as temporary chairman of the Joint Chiefs. To judge the strategic case before all the evidence is expertly weighed would be foolhardy. But the Navy case is in, its performance is complete and open to appraisal. The attitudes displayed at the hearings tell a good deal about the Navy, about the weight to be given its points and about the chances of some real unification.

Neither the Navy's performance nor the future of unification can be properly appraised unless the Navy's governing purpose is understood. The record, read as a whole, makes the purpose clear: to preserve the autonomy and protect the over-all role of the Navy (or, as Admiral Denfeld put it, "the means to do our full share in protecting our country from—or in—total war"). Every point made, every argument advanced by the Navy was devised with this primary objective in mind. Admiral Arthur W. Radford called the B-36 "a billion-dollar blunder," but the record as a whole shows that the Navy is less interested in the merits or faults of the B-36 than in the cuts in naval aviation resulting from the heavy expenditures for B-36s.



RADFORD

Admiral Radford eloquently attacked the present atomic strategy of the U.S. on the ground that it is militarily ineffective, economically senseless and morally wrong; but he is not actually against the use of atomic bombs, and Admiral Ernest J. King said that all services, including the Navy, should have the opportunity and means to deliver the atomic bomb with maximum effect. Admiral Denfeld completed the picture when he said the Navy is not objecting to the new defense establishment or to the Joint Chiefs of Staff as such, but to the way they have worked so far—against the interests of the Navy.

These viewpoints bear directly on the pros-

pects of unification. Admiral Denfeld said with manifest sincerity that unification can come and should come IF it means "coordination" (rather than central direction by a central authority). Coordination of what? The Navy record allows only one answer: coordination of separate and fundamentally independent autonomies. Every Navy witness of consequence, including Admiral Denfeld, insisted that each service should have the right to shape its own role, develop its own weapons, spend its own money within the limits set by Congress. This could be done, they argued, without sacrificing the concept of joint planning in the interest of all the services. Yet they argued with equal fervor that Air and Army generals don't know enough about naval practice to determine decisions vitally affecting the Navy. Since unification or coordination is inconceivable without power in the Joint Chiefs of Staff, representing all three services, to make binding decisions, the outlook would seem to be pretty dim.



JOHNSON

The Navy likes to think that the trouble is mainly a matter of personalities, notably the abrasive personality of Secretary Johnson. It isn't. If Mr. Johnson is guilty of the arbitrary discrimination charged to him, he should be fired. But no one should

be deceived in the process. Secretary Johnson takes unification to mean central direction of the individual services by a central authority and he has tried to run his department on this basis. No Secretary of Defense who does that can expect to get along with the Navy as it is now constituted and commanded.

Yet the country, rightly expecting a sensible system of defense administration, should not despair and conclude that all is necessarily lost. Despite the surviving animosities and the differences between the services, history is on the side of unification. During a glorious period the peacetime Navy was maintained as the nation's natural force-in-being, the service particularly charged with the global concerns of the U.S. In this period the Army was to all effects confined to the U.S. mainland, and it was seldom required to look beyond the nearest Indian. Now all that has changed, and even the durable Navy must change in kind. At a time when the global interests of the U.S. are the shared concern of the Navy, the Army and the Air Force, there is neither room nor excuse for the old separatism. The Air Force and the Army have much to learn from the Navy about the nature and uses of global power; the Navy cannot expect to retain all the prerogatives and attitudes of its vanished past. History may yet be a better teacher than Mr. Johnson, a more powerful force than the pride and the spirit of the U.S. Navy.

It's Tomato Time!*

You enjoy the flavor of the world's finest tomatoes in "the soup most folks like best"! Serve it often!

It would do your heart good to see these Campbell tomatoes as they come in from the fields... glowing red beauties with the fragrance of summer on them... sun-ripened on the vine... picked at the very peak of luscious perfection!

These are the "cream of the crop" tomatoes that go into Campbell's Tomato Soup. They are made

into a smooth purée... blended with creamery butter... delicately seasoned... all to Campbell's own matchless recipe. No wonder this is America's favorite soup!

For an extra-nourishing cream of tomato, add milk instead of water. Children, especially, love it this way. Either way, it's delicious! Keep a good supply always on hand... and serve it often!

Campbell's TOMATO SOUP

***IT'S TOMATO TIME** at your grocer's
OCTOBER 13 TO 29
Time to stock up
on Campbell's Tomato Soup...
for weeks ahead!



Englander

AMERICA'S MOST LUXURIOUS MATTRESS

2 great names

All the proof you need. Just press down on Airfoam. Feel how it molds itself to your hand, responds with a gentle, buoyant "uplift." Now remove your hand and see this airy substance bounce back to shape. Airfoam keeps that resiliency for life. Never packs. Never hardens. Never develops a "hollow." Isn't Airfoam just what you've been waiting for?

Beautifully styled by Raymond Lucwy Associates.



No other foundation looks like this inside. Joined only through the middle by flexible steel bands, each spring is free to adjust individually to your every move. The lower part acts as a unit, resists your weight and supports your body in the healthful manner doctors recommend.

Other Englander Red Line mattresses and box springs (both twin and full size) from \$39.75 to \$79.75.



in mattresses...

Only in an Englander can you get

GOODYEAR

THE GREATEST NAME IN RUBBER

combine to bring you an

Airfoam[®] mattress

... at a new low price
with a 20-YEAR Guarantee!

Now you can get an Englander
Mattress made of Goodyear's Airfoam for

~~\$59~~⁷⁵

Until today, Airfoam has been that modern cushioning miracle you *wished* you could afford. Sleeping on Airfoam is like sleeping on angel cake. Millions of tiny air cells soothe you, cool you, cuddle and comfort you. So light and floaty that a child could turn an Airfoam mattress—only it never needs turning! Never sags, flattens or hollows. Sanitary, dustless and non-allergic. What more could you ask for except this new low price—possible only because Englander and Goodyear have teamed up to bring you the blissful luxury of Airfoam at the cost of a conventional mattress!

When used with Englander's special Red Line Foundation, both mattress and foundation are guaranteed for 20 years

Box springs are built to use with innerspring mattresses. An Airfoam mattress needs a *special* foundation. Englander engineers have developed a special Red Line foundation, which adds to the comfort and lengthens the long life of this Airfoam mattress. So scientifically matched are they that we guarantee them for 20 years, when used together.

Both for the price of a conventional
mattress and box spring—

~~\$119~~⁵⁰

Airfoam by Goodyear

®T.M.—The Goodyear Tire & Rubber Company



Streetcar worth waiting for

But why wait? If you're one of the many, many people who'd rather drink Four Roses, ask for it today. It gives you so much more in quality for so little more in price.



FINE BLENDED WHISKEY
90.5 PROOF. 60% GRAIN NEUTRAL SPIRITS
FRANKFORT DISTILLERS CORP., N Y C



Wouldn't you rather drink **FOUR ROSES**?

DOES THE AMERICAN WOMAN NEED A NEW FIGURE?

FASHION MENTORS ARGUE WHETHER SHEATH AND SHINGLE WILL BRING BACK BUSTLESS, BOYISH SHAPE

American women, battle-scarred survivors of the 1947 revolution, when the New Look took over, are hearing disquieting reports from the fashion fronts: Having made over their figures for the New Look, was it possible that they were now going to have to change them all over again? The edict from Paris sounded unmistakable. "[The] new



line," said *Harper's Bazaar*, "requires a new figure." *Match*, a French magazine, printed the illustrations above. The one at left showed the 1949 figure: pointed, an emphasized bosom, pinched-in waist, rounded hips. The one at right showed the 1950 figure, conforming to *Harper's Bazaar's* prescription: "slender hips, a slender behind, less pointed and less prominent bust and a small waist but with no sharp nip-in." The warnings were coming not only from Paris, but also from American designers, who are reviving a shorter, tighter skirt (*LIFE*, Sept. 5), and from college shops, which are excited over the styles of the '20s (*LIFE*, Aug. 29). The American woman might become reconciled to

a troublesome change-over but she might rebel at returning to the line of the '20s—to the flat, boyish flapper figure. The mere suggestion brought gasps from most women and nearly all curve-conscious men. The first American reactions were not so extreme as *Match's*. Bonwit Teller advertised a corset which promoted "the narrow thigh, the flatter hip and derrière," but where *Match* vir-

tually ignored the waist, Bonwit added a couple of inches to the top of the girdle to set off the waistline.

Women's Wear Daily, a trade paper, went to the opening night of a fashionable New York supper room and came away with some spot news. On its front page it ran the illustration below and reported that one out of 10 women present wore this style of dress. It tied right into the fuss about the girdle, for the dress was a narrow-skirted sheath which could be worn only if the wearer had her hips and behind pulled in—a function which the new girdles performed.

The emerging of the sheath was confirmed at a theater opening a few days later when Maggi McNellis (*below*), socialite television star, showed up in one. But she had a sharper waist than the edicts seemed to call for and she definitely kept to last year's ideas in bosoms. There was going to be something new, but



it was not going to be a flat-bodied flapper.

Meanwhile another reminder of the flapper days had been returning, that old companion of the sheath, the shingle. The lady on the front page of *Women's Wear Daily* wore her hair shingled and two thirds of the girls at a New York high-style model agency (*bottom*) had cut their hair almost to boy's length to meet clients' requirements when showing off new clothes.



At this point the revolution did not seem overwhelming. Probably waists would not be so sharply shaped. Undoubtedly bosoms would be less prominent. Fashion papers talked of "breast curves hidden by bloused fullness" and of something they described as "the descending bustline." Not many went so far as *Harper's Bazaar*, which said, "The eye now travels to the sleeve instead of to the bust."

But then the *New York Times* reported that at college shops girls were going all the way back to the middy blouse and pleated skirt (*below*), adopting a dress which made the wearer look as if she had a concave chest, a body flat as the sides of a barn and no waist at all. To American women who had become accustomed to convex chests and some reasonable flaunting of curves, this showed how far things could go once they really got started.

It seemed as if the first to adopt the styles of the '20s were the girls who weren't even born when IT was it. *Glamour* magazine recalled the heroines of that hectic age: "Iris March, beautiful and doomed in her green hat, driving to destruction in a white Hispano Suiza . . . glamour was Hemingway's Lady Brett Ashley, divinely mad and gallant, her bright hair short as a boy's. A girl who had IT pulled her little bucket-hat down over her eyes . . . wore a knee-length skirt and a knee-length rope of pearls. . . . It was the unfettered way of dressing that kicked over all the traces."

If consumers were worried over the prospects, at least one business—the belt industry—was driven into frenzies of alarm, remembering the straight, almost beltless days of the '20s. The Belt Association of America started a \$5,500 prize contest to keep the belt where it is now. Contestants were asked to explain in 100 words or less which of the



Natural
Belt Line



Low
Belt Line



Empire
Belt Line

three silhouettes above they preferred. It seemed an unlikely competition for anyone who liked the low or Empire belt lines and the contest would probably end up where the fashion experts now start it by explaining that "you no longer need to yank in your belt to the last hole or lace your waist with a tiny waistband."

There was no definite answer yet to the question: Does the American woman need a new figure? Maybe all she needs is some slight remodeling. Certainly the French *couture* was giving in to the American insistence on the long line of leg and thigh. It was not definite that the younger generation wanted to go back to looking like a meal-sacked flapper. Possibly everybody would settle just for some changes in emphasis and some pleasant revivals, like those displayed on the next page.



SWANSON

"It's Ready to Heat and Serve!"

SAYS PENNY, THE SWANSON HEN



● Now in frozen form—the chicken parts you like best—in one pound packages. Another Swanson development!



G. A. SWANSON & SONS... OMAHA, NEBRASKA

CHICKEN★TURKEY

New Figure CONTINUED



THE SHEATH AND THE SIREN LOOK, two of the more attractive features of the styles of the 1920s, have been brought back gracefully in this \$30 wool jersey afternoon dress by Alan Graham. It conforms to the newer look in its tight skirt, its generous display of calf and its general effect of making the waist and bosom take second billing to the thigh and leg. The "Lorelei" hairdo, long earrings and naked sandals add the siren touches to the costume.

PLYMOUTH the car that likes to be compared in big little details too!



Counterbalanced luggage lid lifts at finger touch, can't fall on your head



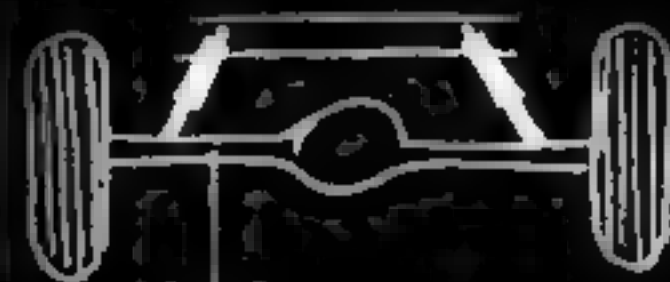
New wipers clean 61% more windshield area



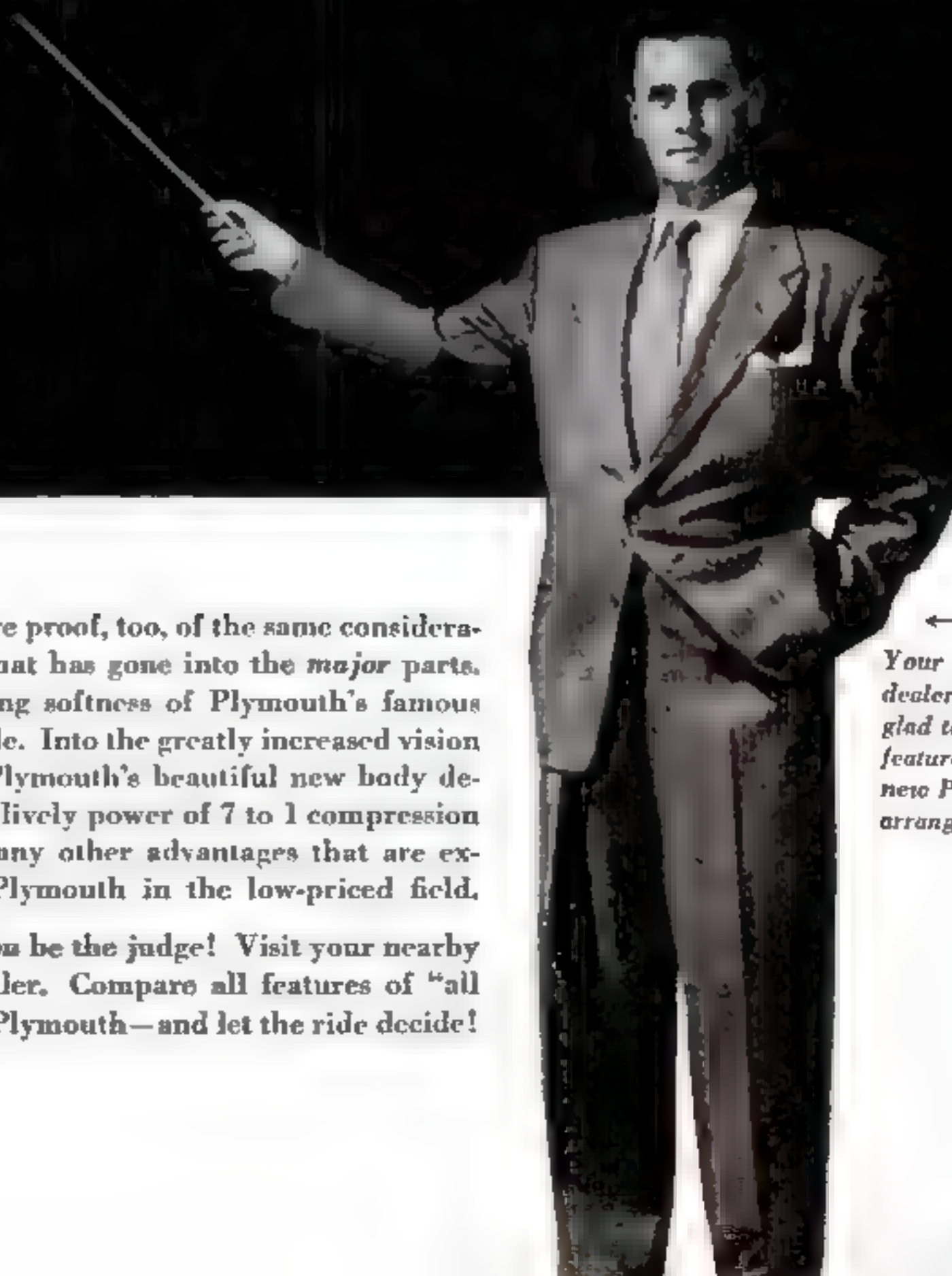
Just turn ignition key - engine starts



Circuit breaker protects against shorts - no more fuses to replace



New diagonal mounting of rear shock absorbers softens ride both sideways and up & down



Your nearby Plymouth dealer will be glad to point out the features of the new Plymouth and arrange a ride.

PLYMOUTH Division of CHRYSLER CORPORATION • Detroit 31, Michigan

Tremendous trifles! Door locks that protect children riding in back. A special holder that keeps the jack from rattling while stored in the luggage compartment. A fuel filter in the gas tank that screens out dirt, preventing clogging of the fuel line. And dozens of other thoughtful little features in your new Plymouth!

They're the gravy on your potato, the cream in your coffee, the sauce on your sundae . . . those big little details of engineering that overlay the solid value underneath.

They're proof, too, of the same consideration for you that has gone into the *major* parts. Into the gliding softness of Plymouth's famous Air Pillow Ride. Into the greatly increased vision provided by Plymouth's beautiful new body design. Into the lively power of 7 to 1 compression ratio. Into many other advantages that are exclusive with Plymouth in the low-priced field.

But you be the judge! Visit your nearby Plymouth dealer. Compare all features of "all three." Drive Plymouth—and let the ride decide!



THREE BEDRAGGLED HAGS IN NEW BROADWAY SHOW KID MOVIE HEROINES

SHOW STOPPER: "BE A MESS"

In Broadway's new revue, *Touch and Go*, the funniest song is *Be a Mess*, which teases Hollywood's trend toward messy heroines. It is sung (above) by Nancy Andrews, Peggy Cass and Kyle MacDonnell, "disguised" as Barbara Stanwyck, Olivia deHavilland, Jane Wyman.

- JANE. In *Johnny Belinda* I played a deaf mute.
 BARBARA. In *Sorry, Wrong Number* I married a brute.
 OLIVIA. In Zanuck's *The Snake Pit* I sure was a beaut . . .
 ALL. Olivia, Barbara, Jane, Dumb! Neurotic! Insane! . . .
 Though we've all been in pictures for years and years,
 And the critics did nothing but scoff,
 Our reviews now are lyrical, and to work this miracle
 We just took our make-up off.
- OLIVIA. No one knew I was on the lot
 When I played with Errol Flynn,
 To make the world tremble I had to resemble
 Something the cat dragged in.
- JANE. I used to play with Jack Carson.
 In those days I was a cut-up.
 I rattled off dialogue page by page.
 But I won an award when I shut up.
- BARBARA. I don't mind giving up make-up,
 Or the fact that this dress isn't classy,
 But if they keep combing my hair in my face
 I'll soon be mistaken for Lassie.
- ALL. Yes, it's dollars to doughnuts that if you can go nuts
 You'll surely become a success.
 It's as simple as this. If you do, you can't miss—
 BE A MESS, BE A MESS, BE A MESS

COPYRIGHT 1949 BY JAY GORNEY AND JEAN AND WALTER KERR.
 PUBLISHED BY CHAPPELL & CO., INC., NEW YORK, N. Y.



KIDDING WAR BOOKS, another skit shows GIs and generals busier being writers than fighters, wondering if "artillery" should be spelled with two l's.



MOST STYLES
 \$15.95 to \$19.95

Nunn-Bush
Ankle Fashioned Oxfords

Full Leather Lined Made to Kick the Weather Around!

It is only fair to warn you that once you wear this Nunn-Bush shoe you may become "addicted" to such quality for life! Soft leather linings provide a degree of luxury that is unbelievable. The soles are extra heavy for long wear. The uppers are of the finest leathers, treated for moisture repellence. *Ankle-Fashioning* provides typical Nunn-Bush "heel pocket" comfort and extra months of smartness.

See Your Local Nunn-Bush Merchant
 NUNN-BUSH SHOE COMPANY • Manufacturers • MILWAUKEE 1, WISCONSIN



For a Treat
instead of a Treatment...
treat yourself to
OLD GOLDS

From Breakfast to Bedtime

Old Gold's

the smoke treat

that treats you right





IF IT'S FLAVOR YOU'RE HUNTING—**Hunt-**
for the best



America's Finest-flavored Tomato Sauce...
because it's KETTLE-SIMMERED

Goulash — Hunt Style

This delicious, low-cost recipe demonstrates a neat trick: When you add Hunt's Tomato Sauce (costs a few pennies a can) to your everyday recipes—they fairly *brim over* with wonderful flavor!

3 tbsp. fat	1 can HUNT'S TOMATO SAUCE
1 large onion, sliced	1 tsp. salt
1½ lbs. stewing beef, cubed	½ tsp. pepper
1 cup water	4 potatoes, peeled and quartered

Cook onion in fat until tender. Add meat, cook till browned, stirring occasionally. Add the rich, flavorful Hunt's Tomato Sauce, water and seasonings. Cover and simmer till almost tender, about 1 hour. Add potatoes, simmer till done, about 30 minutes longer. For thicker gravy, blend in 2 tbsp. flour and cook till thickened. Makes 4 servings with that delicious Hunt's flavor you can't forget!

Kettle-simmering makes Hunt's Tomato Sauce so rich and *extra* flavorful! Yet Hunt's costs you but a few cents a can—much less than a can of soup. Cook it into your meat loaf, soups, spaghetti, casseroles, leftovers! Costs less and tastes better than you could make it at home!



for breakfast and dessert...

HUNT'S HEAVENLY PEACHES
at down-to-earth prices

Hunt Foods, Inc., Los Angeles, California



IN CUSTODY OF EARL PHILIPS OF BIG SPRING AND TWO-GUN TEXAS SHERIFF, CONVICT-COMPOSER GRANDSTAFF (CENTER) LEAVES PRISON ON SIX-DAY "PARDON"

CONVICT GETS OUT TO HEAR HIS CANTATA

Nine years ago the gate of the Tennessee State Prison clanked shut on a dapper but larcenous piano salesman named Frank Grandstaff who, after 20 convictions, was sentenced for life as a habitual criminal. Put in solitary for stealing prison drugs, Grandstaff found a new talent for his light fingers: composing music. He had never done much more than play the piano by ear, but now, tapping out rhythms on the toilet bowl and working out chords in his head, he mapped out a cantata based on a book he had read about a Texas prairie town called Big Spring. Out of

solitary, he kept on composing and in two years had finished *Big Spring Cantata*, a choral work about pioneers.

This month, celebrating the centennial of its namesake water hole (p. 56), Big Spring asked Tennessee to let Composer Grandstaff out of prison so he could come and hear his cantata for the first time. Tennessee agreed and for six days Grandstaff was a free man. Flown to Big Spring, he heard his music, which was described as "credible," and was feted by the town. Then he went back to Tennessee, to prison and to work on his next musical composition.



AT PIANO after performance of cantata, Grandstaff runs through his score.

Pure Castile is the BEST Shampoo

say leading
beauty
authorities



There's magic in a Conti Castile Shampoo—made only with 100% pure castile and pure olive oil. Conti leaves your hair soft, radiant and easy-to-set . . . never dries out hair or dulls its lustre no matter how often you use it.

It helps your hair to *natural* beauty . . . helps you to romance. Try it today!



Conti Castile
THE QUALITY SHAMPOO

Where do you buy your clothes?

It is a compliment to a man's good taste in dress when you ask, "Where do you buy your clothes?"

The question is a tacit acknowledgment of the well-known (but sometimes forgotten) fact that the best way to make certain that you get good clothes is to go to a good store.

When a man goes to a merchant who sells Hart Schaffner & Marx clothes he knows in advance that he will find a selection of suits which will appeal to his good taste and to his sense of value. He knows also that he will enjoy the services of experienced salesmen and expert fitters who are interested in helping him find the clothes which are best suited to him. That is the art in selling clothing . . . getting the right suit on the right man.

We know of no article in men's apparel where expert advice and assistance mean so much. They are yours for the asking at no extra charge when you visit the store which sells clothing with the Trumpeter® label.

Convict Composer CONTINUED



AT HOTEL Grandstaff gestures ironically when asked his official residence, finally put down "Big Spring." Grandstaff's only previous connection with Big Spring was when he passed through a couple of times, years ago, selling pianos.



AT PERFORMANCE he is flanked by Host Philips (left) and Composer Roy Harris. Harris, although impressed, found work reflected "hymns and barber-shop quartets." Philips, a druggist, had written book which inspired cantata.



AT BIG SPRING, for which town was named, Grandstaff prowls among the rocks. Spring went dry some years ago, was refilled for celebration. During his stay Grandstaff liked most walking around unguarded, enjoying his freedom.

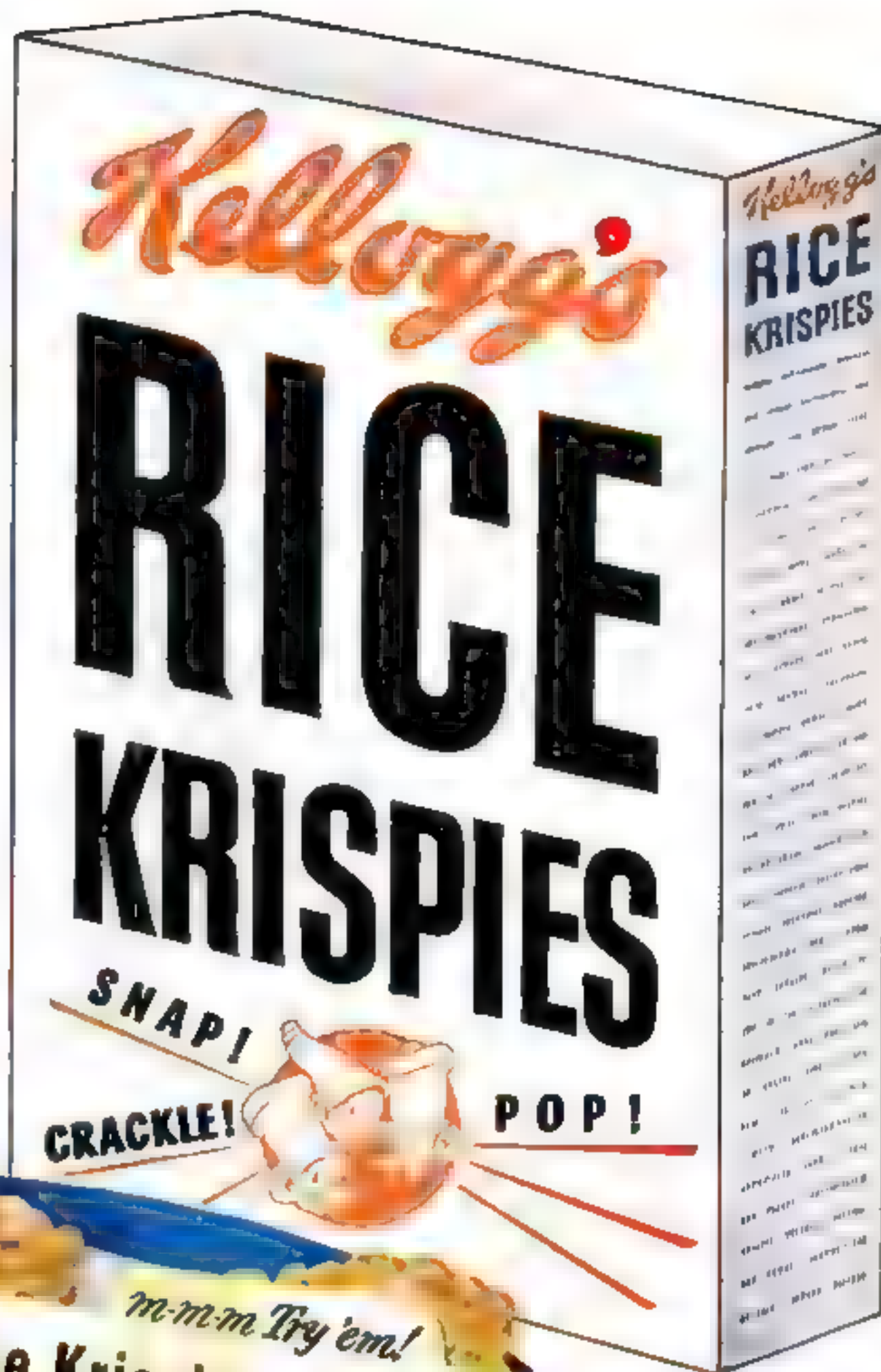


QUICK!

CRUNCHY!

DEE-LICIOUS!

*Quick 'n easy
crunchy candy!
Every bite
tastes fine 'n dandy!*



m-m-m Try 'em!
Rice Krispies Marshmallow Squares
Crisp 'n sweet - Grand Holiday Treat!

1... Cook together over hot water:



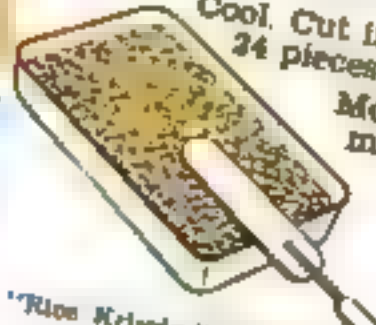
1/4 cup butter or
margarine
1/2 lb. marshmallows
(about 2 1/2 doz.)
When syrupy, add
and beat in -
1/2 teaspoon vanilla

2... Into greased large bowl, pour:



1 box Kellogg's Rice
Krispies (5 1/2 oz.)
Add marshmallow
mixture and mix
well.

3... Press mixture into greased shallow pan.
Cool. Cut in 2 1/4" squares.
24 pieces from 9"x12" pan.
Mom busy? Sis, you
make these squares
in 1-2-3!
Chockful of
crunchy
Rice Krispies!



4... Tops as your breakfast cereal, always!



Breakfasts built
around Kellogg's
Rice Krispies go
over big! Hear
'e m a n a p i
crackle! pop! in milk. Delicious way
to start an energy-day! Get the
Regular Size.

"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

Coming Up... 10 breakfast favorites!



"GOOD MORNING!" in taste-tempting ways with Kellogg's VARIETY. Yes, here's a prize package of 7 different favorites in rice, wheat, corn, soya, M-m! 10 generous boxes of flakes, shreds or pops. Crisp and Kellogg-fresh. Good eating—morning, noon and night! Dive into this grand nutritious assortment anytime you're hungry. The favorite, because...

**P.S. Now! Look for exciting
"Your Initial" silverware offer
—on VARIETY PACKAGES!**

*Choose the one you love the best:
Kellogg's Corn Flakes, Pep, Rice Krispies,
Corn-Soya, Bran Flakes, Shredded Wheat,
Krumbles. All made by Kellogg's of Battle Creek.*

**Kellogg's
Mother Knows Best!**



HALTING BRIEFLY BEFORE THEY ENTER CONVENTION HALL, 160 BISHOPS OF THE PROTESTANT EPISCOPAL CHURCH EXCHANGE GREETINGS ON SAN FRANCISCO STREET



CHURCHMEN GATHER at Oakland's True Sunshine Mission to honor the Rev. Daniel G. C. Wu (center), first Chinese Episcopal minister in U.S. and the mission's

first vicar. Behind him is the Right Rev. Karl Morgan Block, Bishop of California. At Wu's left is the Rev. George Wieland, secretary of Episcopal church's home missions.

EPISCOPALIANS PARADE IN SAN FRANCISCO

They propose answer to communism and psychological tests for ministers-to-be, oppose government school aid

Every three years the Protestant Episcopal Church in the U.S. sends its bishops, clergymen and leading laymen to a national convention where they appoint committees to clarify subtle points of church doctrine and make administrative decisions. Last month 10,000 church members, representing the more than two million U.S. Episcopalians, met in San Francisco where they mingled with prelates of the Russian Orthodox Church and visiting bishops from Japan and China. After marching to the opening session behind a Navy band which played *Onward, Christian Soldiers* the convention split up into a House of Bishops and a House of Deputies and went to work. Three women delegates, sent to San Francisco by their dioceses, were barred from

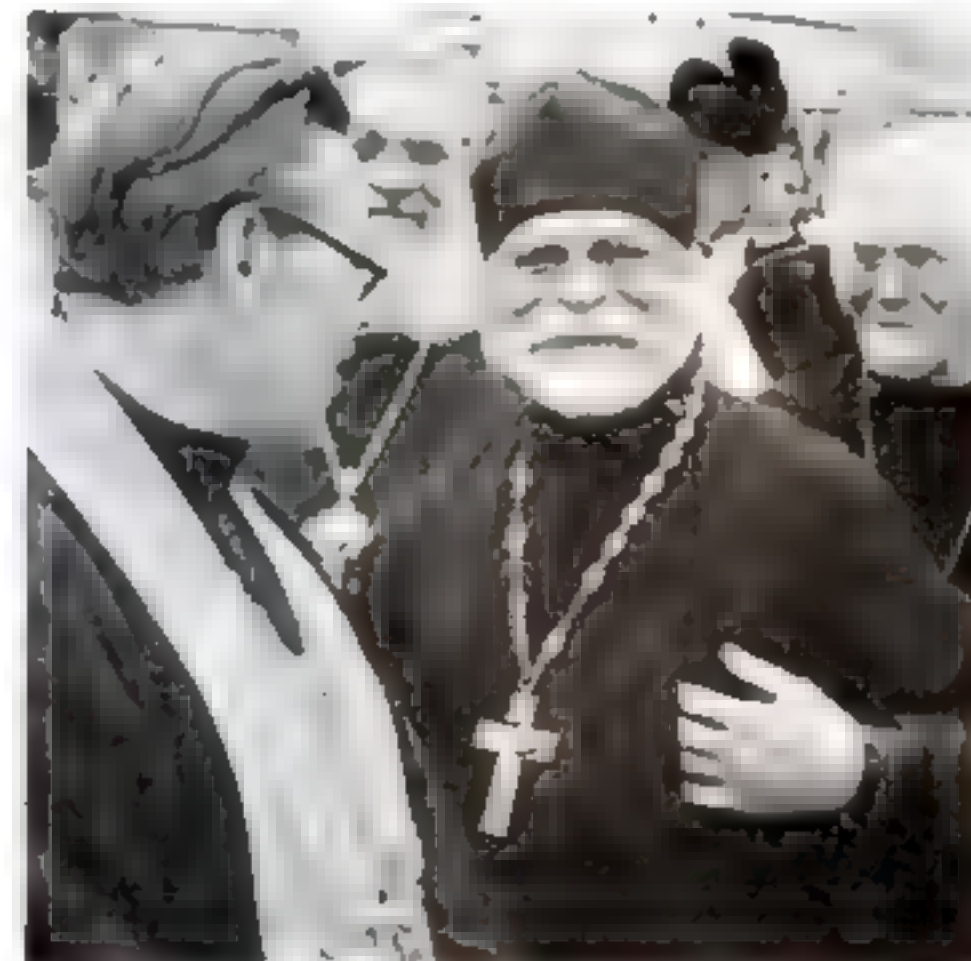
active participation in the convention by a 321 to 242 vote on the grounds that only "laymen"—male delegates—should speak or vote. Said one worried opponent of feminine participation, "The church might become a place for dowager bishops and plush-bottomed acolytes." Undaunted, the women's auxiliary held a special offering and raised an unprecedented \$2 million for pensions and scholarships. In two weeks of speeches and resolutions the bishops outlined the Episcopalian stand on communism (combat it by eradicating the social conditions in which it breeds), declared themselves "unalterably against" federal or state aid for church schools and advocated psychological tests to help the bishops screen candidates for Episcopalian ministry.



AT DINNER PARTY for bishops Host Walter Buck (center), of the American Distilling Company, greets his guests, including Bishop Barry of Albany, N.Y. (left).



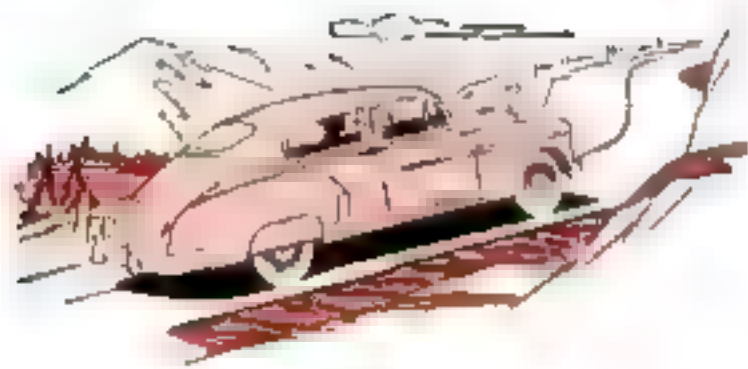
AT SPEAKER'S ROSTRUM Archbishop of York, Primate of England, tells the audience that his church is vital because it merges Protestant and Catholic ideas.



RUSSIAN ORTHODOX CLERGY arrive for first convention session. Though not officially related, their U.S. congregations often meet in Episcopal churches.

CHEVROLET

Choose the one car with these EXTRA VALUES ... all at lowest cost!



WORLD'S CHAMPION VALVE-IN-HEAD ENGINE

the extra efficient power plant with the valve-in-head design that's setting the trend for the automotive industry.



FISHER BODY STYLING AND LUXURY

with smooth, graceful curves and new interior richness—exclusive to Chevrolet among all low-priced cars.



CERTI-SAFE HYDRAULIC BRAKES

more outstanding than ever before with new *Dub-Life* Rivetless brake linings that last up to twice as long.



CURVED WINDSHIELD with PANORAMIC VISIBILITY

supplying all that extra vision which means extra safety in driving—another Chevrolet "exclusive" in its field.

EXTRA ECONOMICAL TO OWN—OPERATE—MAINTAIN

and traditionally worth more when you trade; for Chevrolet is America's most wanted motor car—new or used!



The Fleetline De Luxe 4-Door Sedan

CENTER-POINT STEERING

giving maximum driving-ease... with minimum driver fatigue and found elsewhere only on costlier cars.

LONGEST, HEAVIEST CAR IN ITS FIELD, with WIDEST TREAD

the big car in the low-price field giving more riding-comfort, more road-steadiness and more safety.

5-INCH WIDE-BASE WHEELS plus LOW-PRESSURE TIRES

the widest rims in the low-price field—plus extra low-pressure tires—for greater stability and riding-comfort.

FISHER UNISTEEL BODY CONSTRUCTION

with steel welded to steel above, below and all around you for the highest degree of solidity, quietness and safety.



CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

These EXTRA Values are exclusively yours at lowest cost in Chevrolet



ARMS OF THE HABSBURG RULERS OF AUSTRIA

THE GREAT HABSBURG COLLECTION

ITS GLITTERING MASTERPIECES WILL SOON PROVIDE
THE FINEST SHOW OF ART THE U.S. HAS EVER SEEN

Four centuries ago, when the new interest in culture was spreading northward from Renaissance Italy, a haughty family of Austrian lords was taking its place as the greatest patron of art in all Christendom. It was the House of Habsburg, which ruled in Spain, the Netherlands and all of central Europe. For three centuries its princes filled their sumptuous palaces with rare objects and beautiful paintings, and when its empire fell in 1918 it had amassed a treasury of art which was second to none. Soon a part of Austria's share of this magnificent collection will be placed on exhibit in the U.S.

This is by far the finest collection of master-

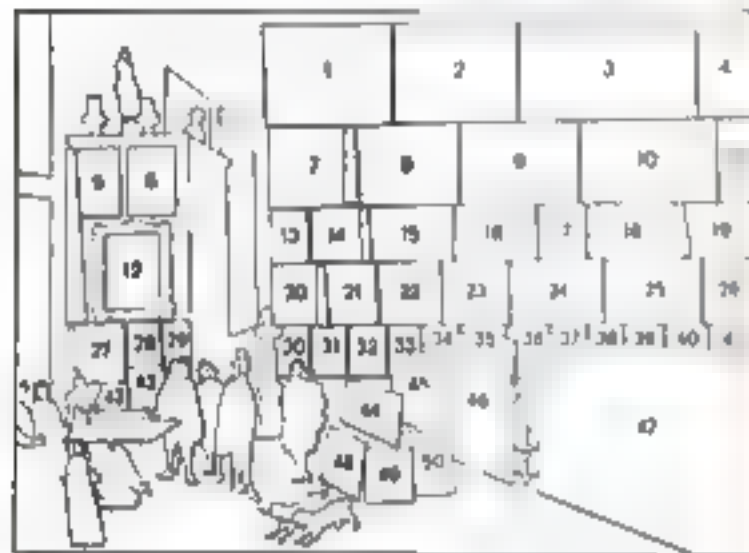
pieces ever to come to America, greater even than the store of captured German art (*LIFE*, March 29, 1948) which came over last year. Like the Berlin paintings, it was hidden by the Nazis in a salt mine during the war and subsequently recovered by American troops. It is worth at least \$50 million, contains precious jewels, silver and 125 of the rarest oil paintings by Titian, Vermeer, Rubens, Tintoretto and others who rank among the greatest artists of all time. Now the property of the state museums in Vienna, it is on a goodwill tour and will be exhibited in Washington, New York, Chicago and San Francisco. On the following pages *LIFE* reproduces some of the paintings Americans will see.

TENIERS

Archduke Leopold in His Gallery

The lavish collecting habits of the Habsburgs are symbolized by this remarkable painting by David Teniers. It shows the Archduke Leopold Wilhelm (wearing hat), Habsburg governor of the Netherlands from 1646 to 1656, inspecting some of the masterpieces that filled his Brussels palace. They are identified in the diagram below.

Teniers, the archduke's court painter, who immodestly placed himself in the center of the canvas, was a socially ambitious man. He managed to win great fame and wealth, but his last years were miserable because the Habsburgs would not make him a noble.



- 1 Giorgione: Three Philosophers
- 2 Veronese: Adoration of the Kings
- 3 Palma Vecchio: The Visitation
- 4 Titian: Diana
- 5 Titian: Fabrizio Salveroso
- 6 Titian: Jacopo de Strada
- 7 Palma Giovane: Cain and Abel
- 8 Veronese: Christ Healing Sick Woman
- 9 Pordenone: Entombment
- 10 Cariani: Road to Calvary
- 11 Fetti: Marriage of St. Catherine
- 12 Cantarini: Cain and Abel
- 13 Palma Vecchio: St. John the Baptist
- 14 Dosso Dossi: St. Jerome
- 15 Schiavone: Holy Family
- 16 Francesco Bassano: Good Samaritan
- 17 Venetian School: Christ and Woman of Samaria
- 18 Palma Vecchio: Madonna and Child with Saints
- 19 Titian: Madonna and Child
- 20 Saraceni: Judith
- 21 Schiavone: Mourning over Christ
- 22 Titian: Madonna of the Cherries
- 23 Palma Vecchio: Holy Family
- 24 Titian: Christ and the Adulteress
- 25 Ribera: Christ among the Doctors
- 26 Unknown: Road to Calvary
- 27 Titian School: St. Catherine
- 28 Venetian School: Cherub
- 29 Palma Vecchio: A Woman
- 30 Venetian School: A Man
- 31 Tintoretto: An Old Man
- 32 G. B. Moroni: A Scholar
- 33 Titian School: Man of Sorrows
- 34 Titian School: Mater Dolorosa
- 35 Unknown: A Man
- 36 Parmigianino: A Woman
- 37 Unknown: A Man
- 38 Giorgione: So-Called Self Portrait
- 39 Titian: Copy of Self Portrait
- 40 Titian: Portrait of Parma
- 41 Salvoldo: Orpheus
- 42 Fetti: Thomas Raising the Dead
- 43 Guido Reni: St. Peter
- 44 Annibale Carracci: Pieta
- 45 Paul Brill: Landscape
- 46 Raphael: St. Margaret
- 47 Veronese: Esther before Ahasuerus
- 48 Catena: A Man
- 49 Palma Vecchio: Violante
- 50 Palma Vecchio: The Assassin







TITIAN
Pope Paul III

This formidable portrait virtually breathes the character of the Pope, a crafty, autocratic politician who lived like a Renaissance prince and was himself one of the most generous patrons of art ever to rule in the Vatican. A fine judge of artists, he was the Pope who commissioned the great Michelangelo to do the dome of St. Peter's and to paint the *Last Judgment* on a wall of the Sistine Chapel. He also subsidized Titian for many years and honored him with the title "Citizen of Rome." This painting was done when Titian was at the height of his career. At

30 he was already famous in his native city of Venice, where he became the court painter of the Doges and superintendent of all government works. Like Rubens, he attached himself to the Duke of Mantua and then found favor with the Habsburgs, who held him in the greatest esteem and bought many of his paintings. At the peak of Habsburg power Charles V, Emperor of the Holy Roman Empire, visited Titian's studio one day, picked up a paintbrush Titian had dropped on the floor and handed it to him saying, "Titian deserves to be served by Caesar."



VAN DYCK

Portrait of a Knight

The most elegant portraitist of his time was Anthony Van Dyck (1599-1641), who often gave his subjects an air of nobility that they did not deserve. The identity of the fine-looking warrior above is not certain, but he may have been Ferdinand I of Mantua who was actually a debauched and incompetent prince. Van Dyck studied in Flanders as an apprentice to Rubens and then went on to Italy where his lyrical portraits created a sensation. Finally he settled down in England to a prosperous career, adopting assembly-line methods so that he could take on several customers

at once. In 15 minutes he drew the basic forms of his sitters, dismissed them with a ceremonious bow and gave the sketches to his assistants who filed in the rest. His clients sent in their clothes for further reference, and he used the members of his household as models for detailed drawing of hands and feet. Van Dyck himself put the finishing touches on his products, which so pleased his royal clients that he was knighted and, when he died, was buried with pomp in old St. Paul's. He painted so many people with pointed beards that the beards themselves came to be called Vandykes.

CONTINUED ON NEXT PAGE



PETER PAUL RUBENS
The Feast of Venus

The large, whirlwind composition of nudes and cherubs displays the incomparable virtuosity of Rubens. It glorifies Venus, the Goddess of Love, who stands on the pedestal (center) while incense burns at her

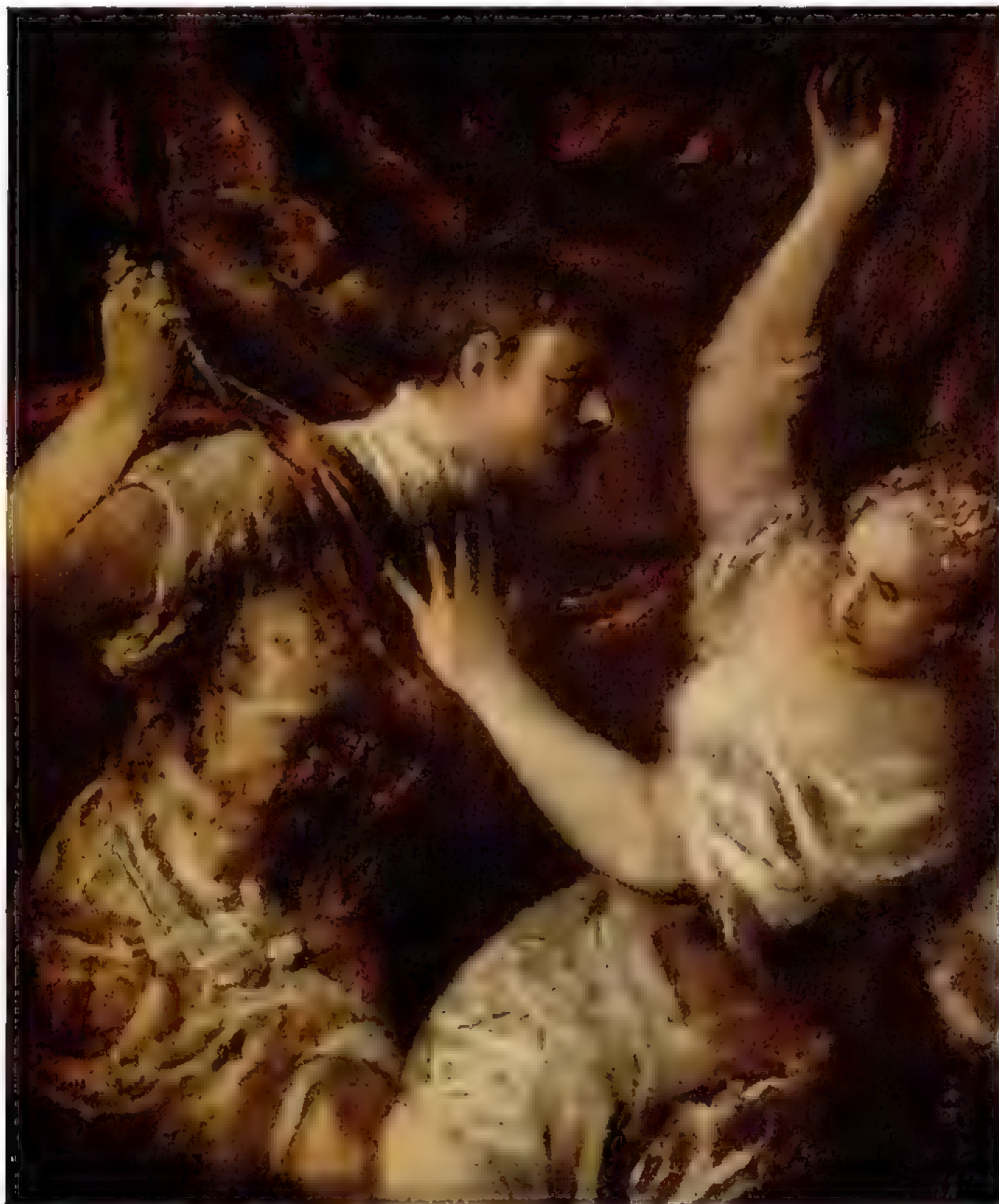
feet. Rubens painted it in about 1635 when, at the age of 30, he himself was passionately involved with his comely second wife, 16-year-old Helen Fourment. Helen, whom Rubens painted into many of his pic-



tures. — the buxom gambler at the extreme left.
Born the son of a well-to-do Flemish druggist, Rubens was a handsome swashbuckling man who was always popular with royalty. The Duke of Mantua

was the first to discover his genius, and later, when Rubens had become a famous man, the Habsburgs took him into their courts. They found him useful not only as a painter but as a political emissary. For

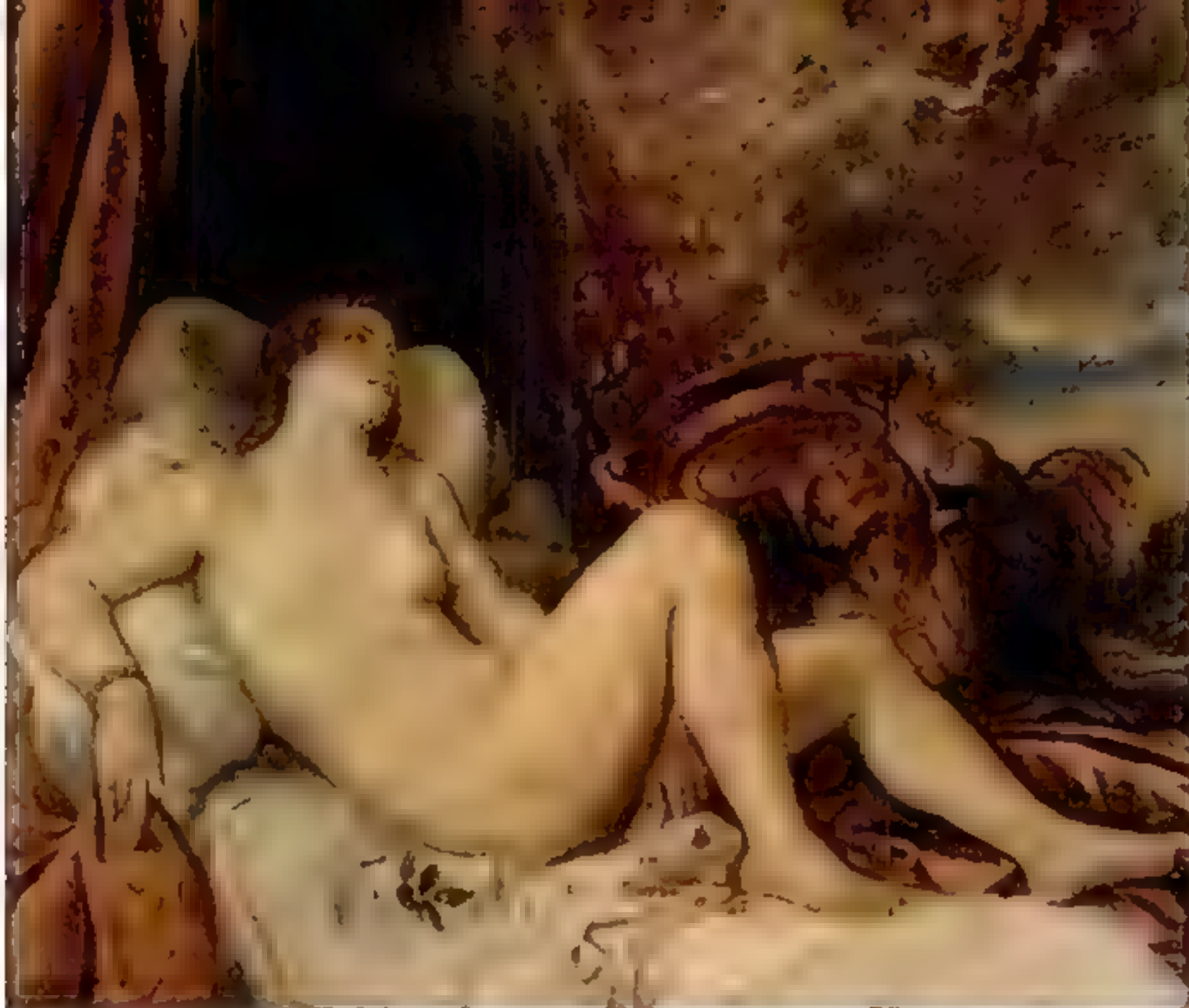
Philip IV of Spain successfully accomplished a peace bargain with Charles I of England and behaved so charmingly that the English king gave him several commissions and made him a knight.



TITIAN
Tarquin and Lucretia

Lucretia, according to Roman legend, was raped by Tarquin, the son of a despotic Roman king. Lucretia stabbed herself, and her relatives drove the Tarquins out of town. Many artists and writers, including Shakespeare (*Rape of Lucrece*), have elaborated on this legend. Titian, in his version, showed Tarquin approach-

ing Lucretia with a dagger. Titian himself was big and hearty, but a gracious man who led a sober family life. He lived for 99 years and, for 80 of them, produced pictures at the rate of one a month. Richly colored, sensuous and frequently full of classical illusions, his art symbolized the full flowering of the Renaissance.



TITIAN
Danaë

Like his contemporaries of the late Renaissance, Titian painted many voluptuous nudes. The one above is Danaë, who, according to the Greek legend, was locked in a tower to prevent her from having a child. But Zeus, undaunted, managed to break into her bedroom, disguised as a shower of gold (upper right). Their son was Perseus.



TINTORETTO
Susanna and the Elders

Mounted over the door of his studio, Tintoretto had this motto: "Michelangelo's design and Titian's color." Unlike Titian, Tintoretto was self-taught and rarely left Venice. Here he shows Susanna, whose

story is in the Apocrypha, as she is surprised nude by two lustful judges. She rebuffed them, so, furious, they brought her to trial for unchastity. They lost the case on shrewd cross-examination by Daniel.



JAN STEEN
The World Upside Down

Jan Steen, one of the great Dutch painters, is famous for scenes of revelry like this. The son of a brewer, he was a toper himself and once ran a brewery which he also used as a studio. In 1679 he died an innkeeper.



PIETER DE HOOCH
Family Group

Precise little domestic scenes were common in 17th Century painting in Holland. De Hooch, who had been a house servant as a boy, carried this charming style to a peak with this portrait of a Delft family.



JAN VERMEER The Artist in His Studio

Of all the 17th Century Dutch artists, none ever achieved the warmth and clarity of color which glows in the paintings of Jan Vermeer. He wove an allegory into this picture, and possibly the artist he shows here at work is Vermeer himself. The model's head wreath, trumpet and book are old symbols of fame which are chal-

lenging the painter as he hunches intently over his canvas. Little enough fame came to Vermeer during his lifetime. He was moderately successful, but he was constantly poor and often was forced to pay his grocery bills with his paintings. He gave this one to his mother-in-law as bond for a sum of money she lent him.



VELÁSQUEZ
Infanta Margarita Theresa

One of the best known works of the Spanish artist, Diego Velázquez, is his picture of Margarita Theresa, daughter of the Spanish Habsburg king, Philip IV, which he painted when she was 3. As a mere court

artist Velázquez ranked no higher than the buffoons and dwarfs who entertained the court. Nevertheless he spent most of his life painting brilliantly realistic and elegant portraits of one Habsburg after another.

Who is she?

Presenting DuBarry beauty Maggi McNamara. Fashion photographers marvel at the baby-soft freshness of her skin. Even after long hours under glaring hot studio lights, her skin looks dewy fresh, radiant. Maggi says it's DuBarry's new miracle make-up, Sophisti-creme, the satiny-soft cream cake that smooths onto your skin with a soothing, protecting loveliness that lasts! Expertly blended to stroke on without water...and a boon to dry skins.

In 6 warm Fall color-cued shades to glow your skin alive. Each \$1.00 plus tax.



DuBarry

BEAUTY PREPARATIONS BY

Richard Hudnut

Makers of the Richard Hudnut Home Permanent





A HAPPY AND UNCOMPLICATED GIRL, HAIDE GORANSON MODELS A STRIPED DRESS, NIBBLES A STRAWBERRY. THE RING SIGNIFIES ENGAGEMENT, NOT MARRIAGE

SWEDEN'S IDEAL

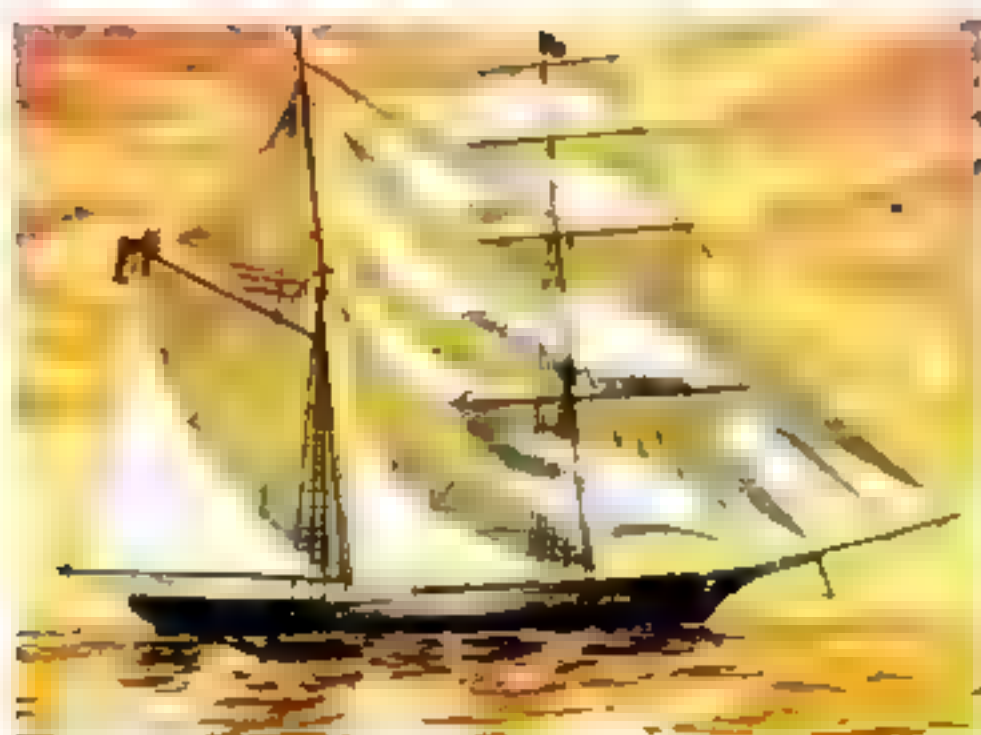
Haide of the well-scrubbed look
beat out 400 girls for the title

Along with its smorgashord and fine glassware, Sweden has long been supplying the world with beautiful and fascinating women like Jenny Lind, Greta Garbo and Ingrid Bergman. This pleases the Swedes, but only rarely has anyone bothered to ask them what they themselves consider ideal in the female. The answer has now been supplied by these pictures of 21-year-old Haide Goranson, chosen recently by the picture magazine *Se* out of 400 candidates as Sweden's ideal type of girl.

Haide has been growing up to this honor ever since she placed third in a nationwide beauty contest at the age of 16 and thereafter became one of Sweden's most popular cover girls and models earning a top salary in her profession. But she thinks her success is traceable in part to the fact that she was born on a Sunday in May, considered by Swedes to be a peculiarly lucky happenstance. As for her well-scrubbed Swedish look, she keeps that easily, she says, by using plenty of plain soap and water.

CONTINUED ON PAGE 77

Famous mysteries that baffle us all



1872 Not a soul, living or dead, was aboard the Mary Celeste when she was found sailing off the African coast in the 14th year of fame for the name Corby's in Canada. Yet there was no sign of storm, sickness or violence. The fate of her crew? Still an unsolved mystery of the sea!



1924 No one knows whether man has ever scaled 29,141-foot Mt. Everest. Two intrepid climbers were seen within 800 feet of the top when the name Corby's reached its 66th year of fame in Canada. Then mist shut them out. Whether they reached the top is a mystery to this day.



1926 How did he do it? Feet locked in stocks, a renowned escape artist was bottled up in a water-filled tomb like this. But a moment later, he was free . . . bowing, smiling, and dripping! The secret of this famous trick died with the magician, 67 years after the name Corby's came to Canada.



1949 Mysteries? Life's full of them! New ones in our everyday life continually arrive to baffle us. Remember those flying disks not so long ago? Were they real or imagined? We're still not sure. But there's no mystery about the growing popularity of Corby's. More and more people favor this light, sociable whiskey with the grand old Canadian name. The low price of Corby's will open your eyes, too!



CORBY'S . . . a grand old name in Canada since 1859

AN AMERICAN PRODUCT

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois



REAL NORTH WOODS FLAVOR



Like maple flavor? Then you'll love Log Cabin Syrup. It's got that rich, *real maple* taste . . . the result of a delicate, just-right blending of sugar and pure maple sugar syrups. One taste and you'll have visions of "sugarin' off time" in the North Woods! Get Log Cabin—in the familiar tin or handsome "antique" bottle—today.

*Just made for each other
—Log Cabin'n Waffles!*



HAIRDO is set by Haide as her younger sister Inger helps. Haide never goes to a professional hairdresser, prefers to let her mother trim her long blond curls whenever needed.



NEW DRESS is adjusted on Haide by her mother. Haide turns out most of her clothes herself, likes tweeds and jerseys best, prefers sports skirt and sweater outfits to dresses.



FANCY HATS are studied by Haide as she goes to another job. She has a passion for them, hoards a dozen at home but seldom wears one. "They are lovely to look at," she says.

CONTINUED ON NEXT PAGE



Gives you more
mileage between
here
and **here**

Let the "First Extra Quart" Test prove you go farther per quart with Quaker State Motor Oil. First, drain the crankcase. Refill with Quaker State. Note the mileage. Then see how far you can go before the man says, "You need a quart." See if it isn't farther than you've ever gone on a single quart of any other motor oil!

Quaker State Motor Oil is made from 100% pure Pennsylvania grade crude oil, world's finest, and refined by the world's most advanced processing methods—a combination which results in what we believe to be the finest motor oil produced anywhere in the world! Try it!



40¢ per U. S. Quart including Federal Lubricating Oil Tax

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association



THE COVERED WAGONS PAUSE AT CROW'S DISTILLERY

Many a west-bound Forty-Niner stopped to enjoy a bit of Kentucky hospitality at Colonel Crow's little log cabin distillery.



A TRULY GREAT NAME

*Among
America's Great
Whiskies*



**KENTUCKY STRAIGHT
BOURBON WHISKEY**

100 Proof • National Distillers Products Corporation, New York, N. Y.

Sweden's Ideal CONTINUED



POSING for a fashion photographer, Haide assumes sophisticated look. She started modeling at 15, is now making \$60 per week, which is a good salary by Swedish standards.



TRAVELING, Haide carries her own bags for a week's trip to the city. She usually runs to the train, which helps keep her figure. She never diets and likes to indulge in heavy foods.



WITH FIANCE, Gerhard Aman, Haide lunches in outdoor cafe. He works for a carpet firm. They have been engaged three years, are saving for wedding.

NOW! Closer, Cleaner Shaves with

THE NEW MODEL "W"

Sunbeam SHAVEMASTER

in LESS TIME

No nicks or cuts . . . no muss or fuss



Light beard
SHAVEMASTER time: 2 mins.



Medium beard
SHAVEMASTER time: 3 mins.



Tough beard
SHAVEMASTER time: 4 mins.

- Bigger SINGLE Head . . . with Twice-as-Wide Shaving Surface
- ENTIRELY NEW SHAPE . . . Easier to Handle in Every Position

If you are one of those men who believes electric shavers take too long, and won't shave a beard like yours CLOSE enough—the new Sunbeam Shavemaster will give you the surprise of your life. Just ask men with tough beards who are using it.

It takes the average man about 7 minutes* to lather and shave with soap-and-blade. That same man will get a better shave with the new Shavemaster in 3 minutes. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave in LESS TIME than it takes with soap-and-blade. What's more, you'll get a closer shave—more comfortable—more convenient—no nicks or cuts, muss or fuss, this new, easy way.

There's no 30-day "trial period" necessary—none of this much-talked-about "breaking in" with the new, revolutionary Model "W" Sunbeam Shavemaster. You can find out in 3 or 4 minutes how the new Sunbeam can give you a cleaner, closer, faster shave than you ever thought possible. See it at your Sunbeam dealer's. Most dealers are prepared to have you try the new Shavemaster right in their stores.

*This figure is based on surveys by two national magazines.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Toronto 9, Canada

Why use ONE Twice-size SINGLE Head instead of a multiplicity of small heads:



Original Model R Shavemaster (475 openings)



Model S Shavemaster (840 openings)



NEW MODEL W Shavemaster (1,750 openings)



Multiple Heads: Sunbeam's bigger single head gives you over three times as many shaving actions per second as shavers with many smaller heads.



• Twice-as-wide Shaving Surface gives double the beard-coverage . . . fits every curve of the face—smooth and comfortable

• The ONLY electric shaver with a powerful, armature-type, self-starting REAL Motor

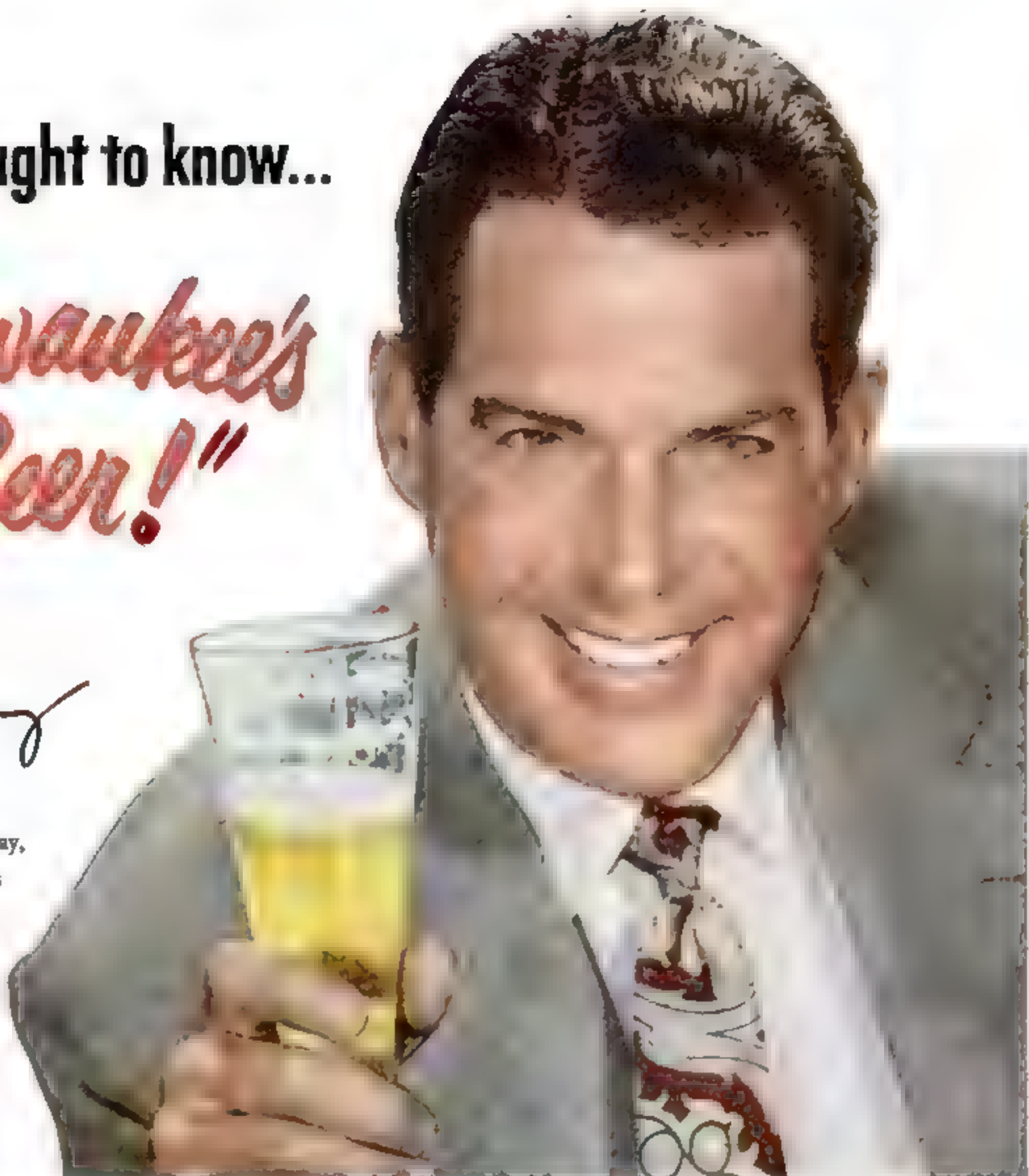


"I lived in Milwaukee, I ought to know..."

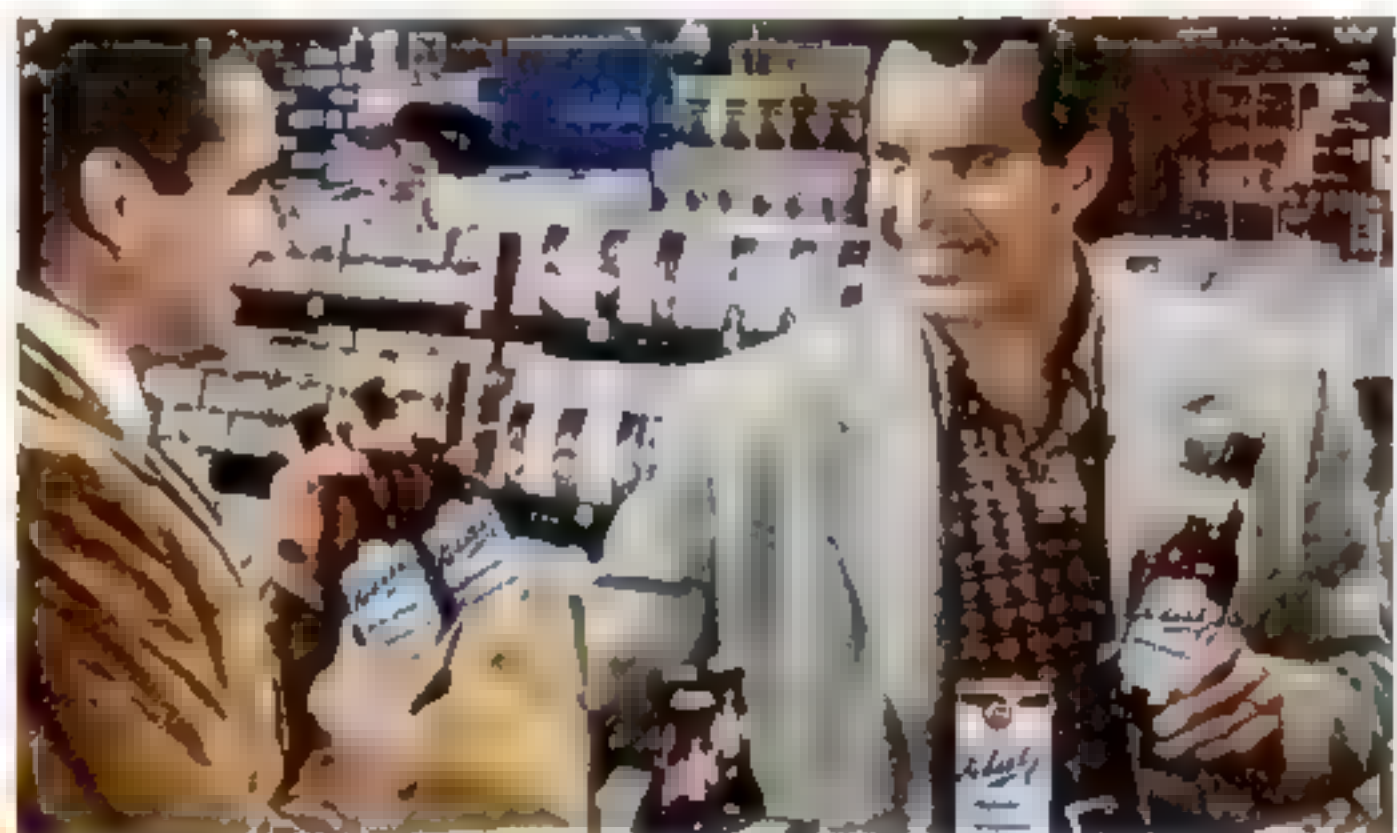
*Blatz is Milwaukee's
Finest Beer!"*

SAYS *Fred MacMurray*
star of "BORDERLINE," a Milton Bran Production

● "Yes, I've lived in Milwaukee," says Fred MacMurray,
"and I can tell you that Milwaukee brews
America's best premium beers. And of them
all, my favorite... and Milwaukee's favorite...
has always been Blatz! It's Milwaukee's finest
beer!" Yes, according to official figures,
Blatz is the largest-selling beer in Milwaukee and
all Wisconsin! Try Blatz Beer, today!



Whenever his studio activities permit, you'll find Fred, the angler, tying trout flies. "Part of the fun of fishing," says Fred, "is the thirst it develops for a good cold bottle of Blatz, Milwaukee's *finest* beer."



Why don't you try Blatz Beer, too? As Fred MacMurray says, "It's Milwaukee's *finest* beer!" Ask for Blatz at your favorite store... and at better clubs, taverns, restaurants and hotels.



TUNE IN
DUFFY'S TAVERN
Thursday evening,
9.30 E. S. T., N. B. C.



**Blatz is Milwaukee's
First Bottled Beer!**

©1949, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

LIFE

CONGRATULATES...



JOHN BOYD ORR

Amid the haystacks of his rock-fenced farm in Scotland, the 69-year-old British lord heard he had been awarded the Nobel Peace Prize for 1949 and the 156,290 Norwegian kroner (\$21,890) that go with it. The Nobel committee as usual let the world guess at the winner's exact

qualifications, but Boyd Orr's were known: he guided the United Nations' Food and Agricultural Organization to an esteemed and useful estate, and he is now head of the peace-seeking World Federalists organization. Early this year King George raised him from knight to baron.



MRS. EUGENIE ANDERSON

A 40-year-old piano-playing housewife in tiny Red Wing, Minn. (pop. 9,962), she managed to cap a brief five-year career as a Democratic party worker by stepping up to a diplomatic rank that had never before been reached by an American woman: ambassador. The post: Denmark.



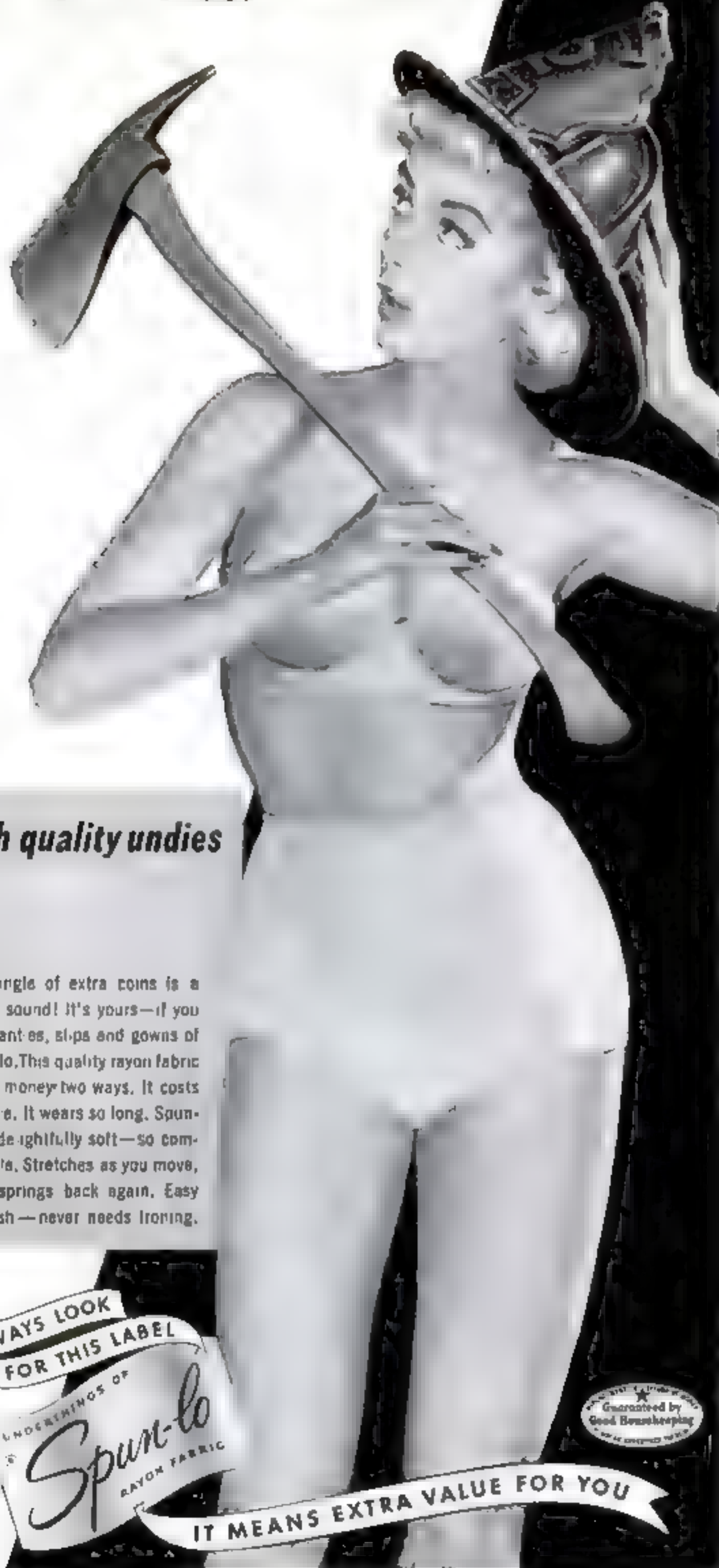
MRS. ELEANOR ROOSEVELT

The birthday cake had one candle but Eleanor Roosevelt's admiring co-workers in the United Nations feted her because she was 65. A delegate from Venezuela offered felicitations for all 59 member nations as her day began at Lake Success. It ended after a normal full day's work.



HELP HELP HELP

fill your piggy bank...



**with quality undies
of**

The jingle of extra coins is a pretty sound! It's yours—if you buy panties, slips and gowns of Spun-lo. This quality rayon fabric saves money two ways. It costs so little. It wears so long. Spun-lo is delightfully soft—so comfortable. Stretches as you move, then springs back again. Easy to wash—never needs ironing.



Industrial Rayon Corporation, Cleveland, Ohio • Sales Office: 500 Fifth Avenue, New York



SIR OLIVER FRANKS

The British Ambassador to the U.S. gave definite proof last week that he can bend gracefully to the smallest requirements of his many duties. In New York he made a picture of pleased politeness as he shook fingers with Marcella Shiek, 4½, an Albany ballet pupil who, like Sir Oliver, was attending the posh U.S. debut of London's Sadler's Wells Ballet.



PANDIT NEHRU

India's patrician Prime Minister last week achieved "the fulfillment of a long-felt desire": he landed at the Washington airport on his first visit to the U.S. In his Gandhi cap, knee-length coat and tight-legged jodhpurs, he seized sartorial honors from dapper Harry Truman and matched the President's vigor as they strode away in the afternoon sun.

CONTINUED ON PAGE 24

Just for...



GET THE LOWDOWN ON A HIGH CLASS GAL WHO WANTS A CARPET SLIPPER GUY FOR A HUSBAND AND WINDS UP WITH A PAIR OF HEELS! IT'S WACKIE, BUT AFTER ALL WHAT'S LOVE?



“Take our word for it...any resemblance between this picture and complete insanity is ABSOLUTELY INTENTIONAL!”

CREST PRODUCTIONS, INC. presents

CLAUDETTE COLBERT • ROBERT YOUNG • GEORGE BRENT

in
BRIDE FOR SALE



with **MAX BAER • GUS SCHILLING • CHARLES ARNT**
Produced by **JACK H. SKIRBALL** • Directed by **WILLIAM D. RUSSELL**

Screen Play by **BRUCE MANNING** and **ISLIN AUSTER**

NOW—DEODORIZE BREATH INSTANTLY—after smoking, drinking, eating strong-flavored foods

Restore Pleasant Breath
Anywhere, Anytime, with

Breath-o-lator



**CORRECTS
UNPLEASANT
BREATH
ODORS
AT THE
SOURCE
IN MOUTH,
THROAT, CHEST**

The only scientific mouth inhaler
containing Neutragen . . .
Instantly neutralizes breath odors
at the source. Simply place
between lips and inhale!

Here's the easiest, pleasantest way yet
to sweeten and freshen breath—in-
stantly! Simply inhale through Breath-
o-lator and odors of smoking, drinking
and strong foods vanish. No chewing,
no gargling, no mixing. Doesn't cover
one odor with another. Neutragen va-
pors penetrate entire breathing system
. . . neutralize odors at the source, in

mouth, throat, chest. Cools, refreshes the mouth,
leaves breath sweet. Each Neutragen refill lasts
about two weeks. Used daily by hundreds of
thousands, including doctors and dentists, to
assure pleasant breath. Guaranteed safe, effective,
or money refunded.



HEAVY SMOKERS avoid
"smoker's breath", keep
business contacts friendly,
by regular use of Breath-
o-lator between smokes.



LIKE COCKTAILS? Some do,
some don't. Breath-o-lator
banishes odors of liquor
and beer instantly, keeps
breath socially pleasant for
hours.



ONION-LOVERS find Breath-
o-lator quickly neutralizes
strong food odors, makes
breath pleasing even
"close-up".

Buy your **Breath-o-lator** now—at
better department and drug stores
ONLY

\$1.00
(NO FED. TAX)

Complete with 2
Neutragen Wafers
Neutragen refills
3 for 25¢

(ACTUAL SIZE)

BREATH-O-LATOR USERS—for best results,
keep fresh refills handy always. Packet of
3 Breath-o-lator refills costs only 25¢, deo-
dorizes breath up to 2 months. Buy an
extra package now.

If not available in your locality, send \$1.00
for complete **Breath-o-lator** outfit (extra
refills . . . 3 for 25¢).

Sigma Products Corp., Dept. D
41 East 42nd St., New York 17, N. Y.
Pacific Coast, Sigma Sales Corp. of Cal.
1115 1/2 S. Robertson, Los Angeles 35, Cal.

Breath-o-lator

The ORIGINAL Breath-Odor Neutralizer

A Project of BING CROSBY's Research Foundation



LIFE CONGRATULATES CONTINUED



CONRAD N. HILTON

As one of eight children, "Connie" Hilton helped his father turn their
New Mexico adobe home into a small-town hotel while the family grew
up and moved away. Last week, as head of a \$60 million corporation op-
erating 16 hotels from California to Bermuda, he stood on New York's
Park Avenue and smiled like a man who finally had hit the top. He had
acquired the towering Waldorf-Astoria, "grand hotel" of the world.



GERALD A. SPEEDY

A 39-year-old Minnesotan who began as a tenderfoot and made scout-
ing his life work, he was promoted last week by the Boy Scouts of Amer-
ica to the post of national director of cub scouting, a junior branch for
8-, 9- and 10-year-olds. Director Speedy writes handbooks for them
(*How Book of Cubbing*) and also has another distinction: he is one of
few adult Americans who can tell Wolf, Bear and Lion cub scouts apart.

The last word in automatic, no-shift control!

PACKARD *Ultramatic Drive*

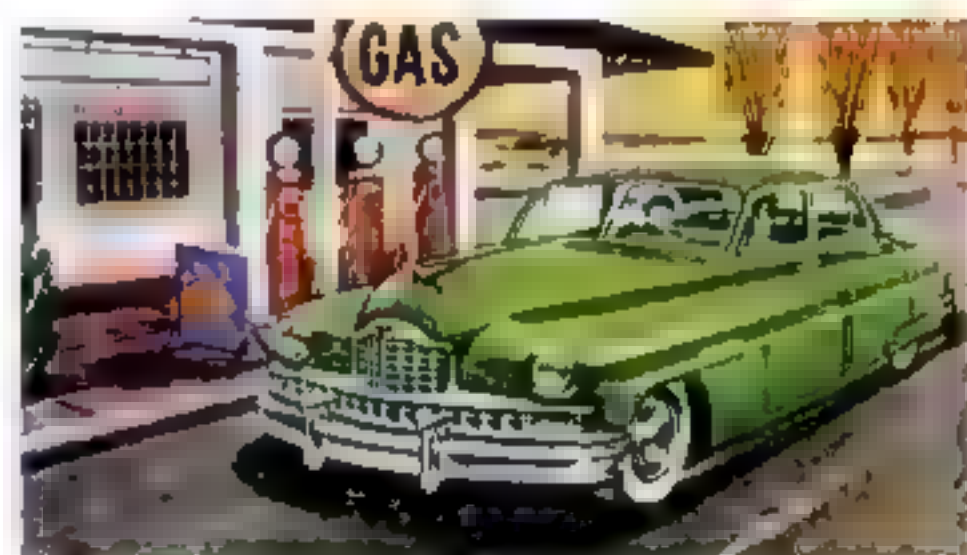
See why it's superior to all other automatic drives:



New simplicity: No clutch pedal. Nothing new to learn. Just set the lever at "H", step on the gas, and steer!



New smoothness: No jerking — because there's no gear-shifting anywhere, either by the driver or by the transmission.



New economy: No gas-wasting slippage at cruising speeds. No complicated maintenance or adjustment problems.



New quietness: No "clunking" — because there's no gear-shifting. No annoying "racing engine" sensation.



New safety: No chance of involuntary, unpleasant "down-shifts" on slippery pavement. Positive engine braking, when wanted.



More responsive: No lag, no waiting for gears to shift. For instant bursts of safety-sprint acceleration—just "tramp down!"



More positive: No sluggishness on steep grades. No over-heating of the drive mechanism during long climbs.



More flexible: Easy change from Forward to Reverse—instantly—without clashing. Yes—you can rock the car in snow!



More durable: New simplicity of design and construction means lastingly trouble-free operation, and minimum service needs.

Don't miss a demonstration of Packard's amazing *Ultramatic Drive* . . . offered now, at extra cost, on certain models. See your nearby Packard dealer!

For free descriptive booklet, see your dealer—
or write direct to Packard Motor Car Company, Detroit 32, Michigan.

Golden Anniversary **PACKARD**

Ask the man who owns one

135-HP EIGHT

150-HP SUPER

160-HP CUSTOM



GRANDMA MOSES IS ONE OF THE MANY FAMOUS ARTISTS WHO HAVE PAINTED HALLMARK CHRISTMAS CARDS FOR YOU — SOLD ONLY IN QUALITY RETAIL STORES

HOW TO CHOOSE YOUR CHRISTMAS CARDS

"When you care enough to send the very best" ❄️



❄️ **THE BEST IN CARDS FOR YOUR PERSONAL SIGNATURE.** That's how so many people of good taste add extra warmth to their Christmas greetings. There is something very personal about a card bearing your personal signature... and carefully selected for each one on your list. Among hundreds of individual Hallmark designs to choose from is this distinguished HALLMARK GALLERY ARTISTS COLLECTION. Subjects have been painted especially—and exclusively—by Norman Rockwell, Grandma Moses and scores of other foremost artists. Look for this display in the fine store where you buy Hallmark Cards. Ask for Hallmark Gallery Artists Christmas Cards.



❄️ **THE BEST FOR NAME IMPRINTING.** If you prefer cards with your name imprinted—ask to see the Hallmark Albums at fine stores that feature Hallmark Cards. You will save shopping time because Hallmark albums offer a complete range in subject and price. The Hallmark on the back assures you of perfect taste.



1 GO TO A STORE that offers you easy-to-select-from displays of many different cards at many different prices. Only by seeing a complete display—the kind you'll see in the quality stores that feature Hallmark Cards—can you be sure of finding the cards that best reflect your taste and individuality.



*** THE BEST IN BOXES OF ASSORTED CARDS.** The Hallmark boxed collections shown above are but a few of the many and varied Hallmark boxes awaiting you in easy-to-select-from displays at quality retail stores. Each box contains a variety of subjects and greetings—a time-saving way to shop—handy to have for last minute additions to your list. Beautiful snow-scapes, jolly Santas, hunting scenes that will set men dreaming, special designs for the kiddies—all from 50c to \$1.00 for the box. Whatever your taste, whatever your budget, you are sure to find Hallmark Cards you'll be proud to send; cards that say *you* cared enough to send the very best!



2 GO TO A STORE that can assure you the Christmas Cards you choose are socially correct. When you shop at a responsible retail store—the kind that serves you all year 'round: the kind that features Hallmark Cards—its reputation for quality and service stands back of your selection.



3 DO IT EARLY—while you'll have more time to choose—more cards to choose from—and more time to mail. Remember, your cards are a reflection of your own taste and individuality . . . you will want cards that will be kept and treasured. Hallmark Cards are sold *only* in retail stores.



*** THE BEST IN BOXES—ALL CARDS ALIKE.** If you prefer your cards *all alike* you'll find Hallmark Cards you can select by the box. Whether you plan for your cards to be imprinted or personally signed—you can be sure they will suit your taste. Above are just a few of many designs from which to choose.

remember, a

HALLMARK Card

when you care enough to send the very best

Listen to the Hallmark Playhouse
with James Hilton on CBS
coast to coast every week.



For 109 years in Canada . . . now a product of the U. S. A., too.



Let the jolly Red Cap remind you to call for Carling's.

Honestly now, isn't a glass of this light, bright, golden ale just the ticket for after the game?

BY ALL MEANS TRY

CARLING'S *Red Cap* **ALE**

BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO



EATON AT STEEP ROCK on one of his visits to mine grins fondly as red iron ore trickles through his fingers.

A GREAT NEW ORE SUPPLY

Steep Rock mine in Canada reaches big-scale production

Deep in a shovel-scarred maw of earth in Canada's Ontario Province a white-haired, soft-voiced U.S. financier is quite literally carving out a new industrial frontier. The financier is Cyrus Eaton (*above*), holder of controlling interests and directorships in steel, railroads and banks. And the industrial frontier is Steep Rock Iron Mines, Ltd. It could be Eaton's smartest venture yet.

Cyrus Eaton has always been willing to take a chance. So when in 1912 he was approached by some horny-handed Canadian iron ore experts he was ready for them. The Steep Rock area, 140 miles northwest from the head of Lake Superior, showed a wealth of pure hematite ore in preliminary tests. But the ore lay far under the waters of Steep Rock Lake. Other investors had decided the immense engineering problems (*pp. 90, 91*) of getting to the ore would make the project impossible. But Eaton, banking on the know-how of the prospectors, his own enthusiasm and plain hunch, took the chance. He put in money of his own, convinced the RFC that it was worth a \$5 million loan.

Today Steep Rock is busily turning out more than a million tons of ore a year. And the area is now estimated to have a whopping total of 500 million tons of ore. What makes this more important is that the richest U.S. field, Mesabi, is running out of high-grade ore. So Cyrus Eaton's gamble is paying off handsomely. Meanwhile, however, he keeps a weather eye peeled on the great new discoveries in Labrador. The Labrador fields are 300 miles from the water. No railroad connection is being built yet but one inevitably will be. Although nobody knows for sure, the Labrador discovery probably contains a lot more ore than Steep Rock.

DEEP IN THE PIT an ore truck pulls away with its load to start the winding climb up the terraces. → Water was once at level (*top*) where trees still stand.

CONTINUED ON NEXT PAGE



ONCE A WILDERNESS LAKE, NOW THE STEEP ROCK MINE IS BUSILY PRODUCING ORE

Only six years ago Steep Rock Lake was a lonely scene, its water lapping quietly against a shoreline ribbed with rocks and fringed by tangled pine forests. It was a wilderness area that lay just north of the village of Atikokan, Ontario, a division point on The Canadian National Railways route from the head of Lake Superior to Winnipeg. An occasional trapper or fisherman penetrated the 140 miles northwest to the lake from Fort Wilham. But for most of the year Steep Rock Lake was unvisited by man.

Today the area is a scene of bustling activity. The lake is gone and the once-meandering shoreline is now a precipitous terraced cliff. Some 200 feet down in



↑ STEEP ROCK LAKE AS IT WAS IN 1943 AND NOW →

When Steep Rock Lake was divided (by dams) into three lakes and the river was diverted, the middle lake was drained. In the picture above it is shown being drained. It is still deserted and the desolate look is made greater by the exposed sides and muddy bottom. Only one building stands on the shore. The transformation is shown in the picture at right. The pit is dug, its sides terraced (the top terrace was once the lake bottom). Buildings and huts are all around and power lines are strung across the landscape to furnish power for the digging. A new spur line of the Canadian National Railroad runs alongside the power lines right into the pit to take out the ore as fast as it is dug.



CANADIAN SHIELD gets its name because it is a primitive rock formation with an elevation in the middle, so that it is curved like a Roman shield. Stretching across most of Canada and down into the U.S., it has a wealth of other minerals besides Steep Rock's high-grade ore. In its large undeveloped areas even greater concentrations may exist.



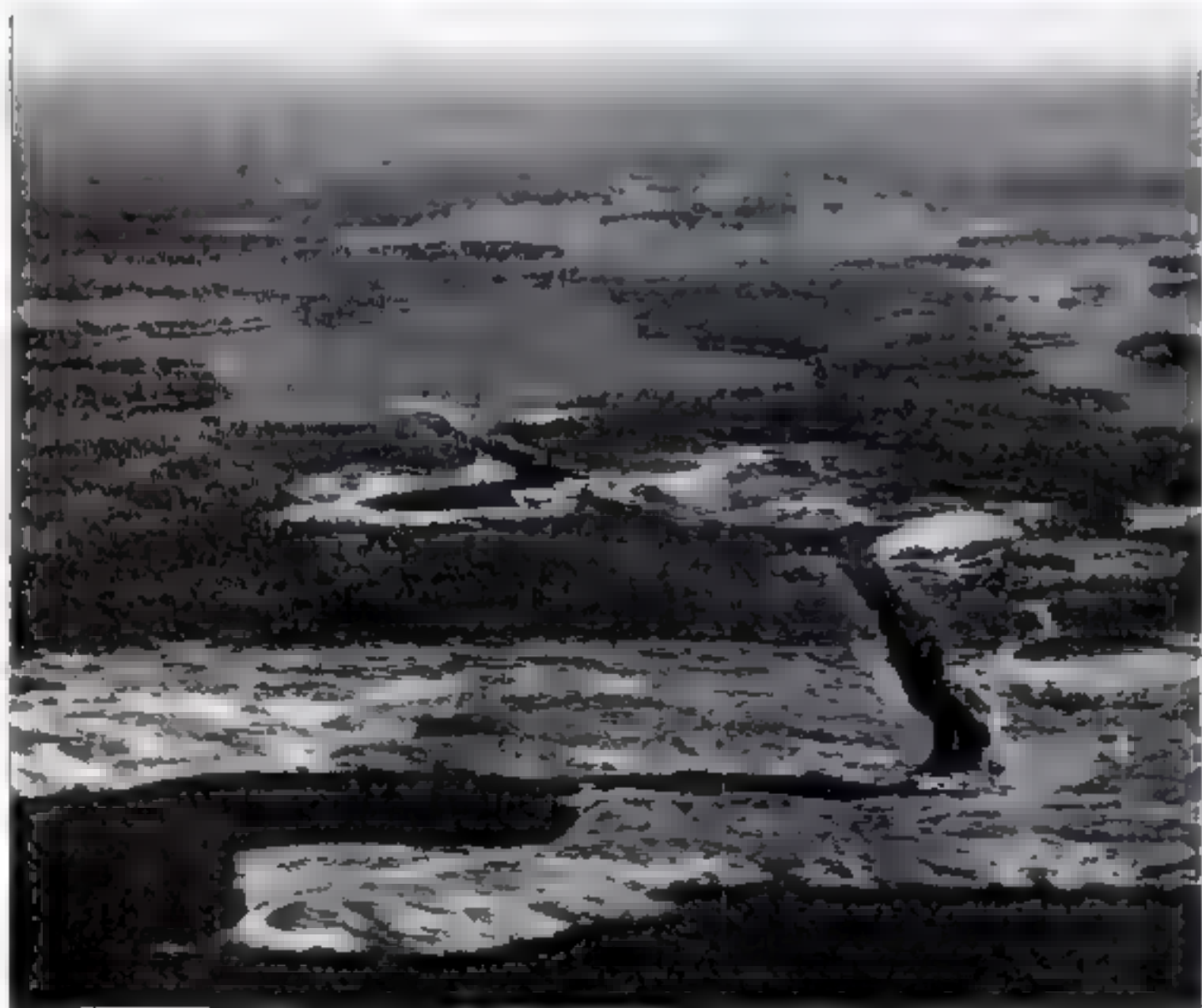
STEEP ROCK'S ORE is located in this horseshoe-shaped area which was one big lake. Left side has been named Lake A, center Lake B, right Lake C. Lake B is already producing ore, Lake A is being drained for digging and Lake C is still near its normal level. Diversion of river is at top of picture. In left foreground is the newly grown community.

an immense pit, power shovels are digging ore out of the earth day and night.

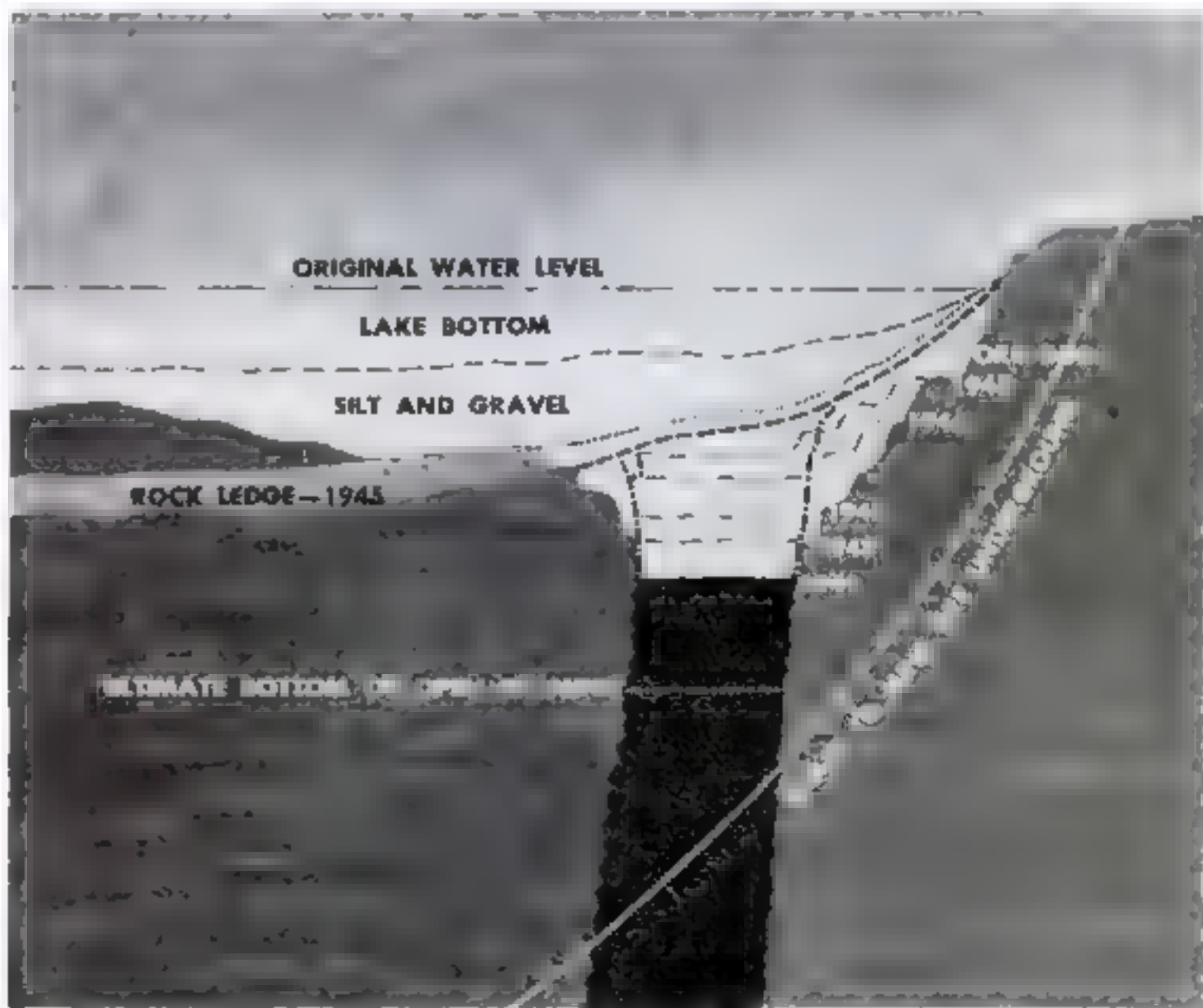
This transformation was a gigantic job. First Steep Rock Lake was divided into three lakes, as shown in the diagram on the photograph at bottom. Naming them simply A, B and C, the Steep Rock Iron Mines, Ltd. picked B as the most promising area and went to work to get at the ore under the water. First the Seine River, which flowed through the lake, sometimes at a turbulent pace, had to be diverted two miles to the west. Twenty miles of roads had to be built just to get to the river to start the work of diverting it. When it was finally turned, 14 electrically driven centrifugal pumps were put into Lake B and slowly, six

inches a day, the 130-foot water level dropped until the muddy lake bed was reached (*below, left*). To run the pumps and other electrical equipment, power lines had to be strung all the way from Port Arthur to Steep Rock.

One year after the river had been diverted the big power shovels were noisily digging into the loose, slippery silt to get at the rich ore under what had been Lake B. And another year later, with draining operations already started on Lake A, the first truckload of pure hematite ore went rumbling out of pit B, onto the new railroad line and down to Port Arthur for the ore lines, railroads and blast furnaces that are so intricately intertwined in Cyrus Eaton's empire.



THE NEW RIVER is cut through the countryside to divert water that fed Steep Rock Lake. This airview shows the area at the top of the airview at left. The Seine River now takes this path that was cut and blasted out of solid rock most of the way. The power plant (*center*) replaces one that was on the now dry river and had to be abandoned.



DIGGING PROGRESS is shown in this cutaway drawing. Lines indicate layers of silt, rock and ore dug through each year. Ore bodies at Steep Rock, unlike most at Mesabi, are thin, deep veins. So open-pit digging will stop at 400 feet. Rest must be done underground via a shaft because further open-pit digging would bring too many landslides.



HUGE PIPES DRAIN WATER UP OUT OF LAKE AT RATE OF 20,000 GALLONS A MINUTE



WORKMEN PLANT DYNAMITE TO OPEN THE TUNNEL DRAINING FINLAYSON LAKE



COMPANY HOMES are new and well-built. A house with two bedrooms costs an ore miner \$32.50 a month. The company has built 50 of these houses, is building 75 more.

HARD PART OVER, WORKERS CAN ENJOY THE OUTDOOR LIFE

Getting down to the ore under Steep Rock's waters was a tough—and exasperating—job. The plans for diverting the Seine River, for example, called for running it into Finlayson Lake two miles west of Steep Rock. The engineers found, however, that the level at Finlayson Lake was too high; the Seine would not drain into it. So they had to cut a tunnel through below Finlayson and lower the lake 50 feet before the Seine could be diverted.

Now that most of these problems have been surmounted, life at Steep Rock has become as normal as possible 140 miles from the nearest city. The town is getting over the pains of growing from 300 in 1943 to more than 2,000 in 1949. The company has provided good housing (*left*). Steep Rock winters, though, are long and cold (sometimes 40° below zero), and the people are mostly thrown on their own devices for entertainment. But for those who like the outdoor life, Steep Rock is heaven. The lakes around Steep Rock are clear, cold and alive with huge hungry bass, while the streams wriggle with trout. There are enough lonely picnic islands (*right*) to provide every man, woman and child of Steep Rock with half a dozen apiece. The animals in Steep Rock's forests are so tame that the only deterrents to hunting are psychological and sentimental. Steep Rock deer come right into the town at night to escape the bush wolves, which are not so tame. Consequently the deer are regarded as such pets that a man who shoots one can usually count on a heated argument with his wife or child or both.



AS DYNAMITE OPENS TUNNEL, WORKMEN WATCH THE WATER RUSH OUT



PICNIC on one of the lakes is a favorite recreation of Steep Rock, second only to boating (background). One drawback: in summertime the flies are terrible.

CONTINUED ON NEXT PAGE

Active men insist on them—

Shorts with Gripper* Fasteners!



No button bother!
Easier to get in and out of!
Neater...smarter looking!



No matter what style of shorts you prefer—with elastic waistband or without—you'll like them better with a waist opening (with Gripper fasteners, of course)!

Active men are delighted with Gripper fasteners because they find that they are on to stay—and are so easy to snap and unsnap!

And women (who do lots of shopping

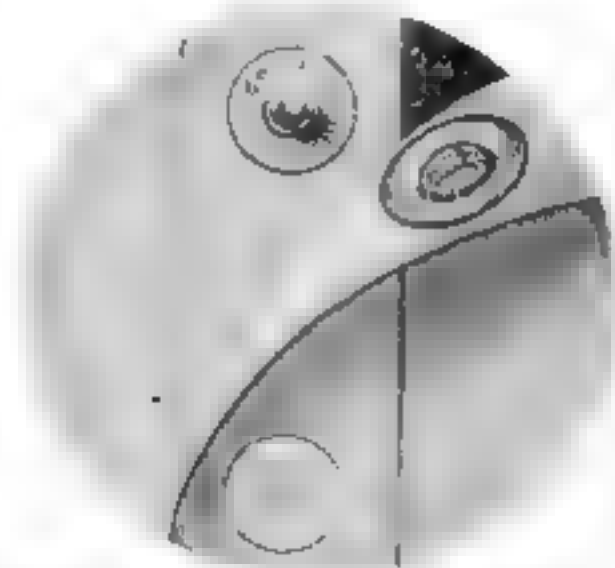
for their menfolk) like them better, too, because they know that Gripper fasteners refuse to pop off... chip... or break. They're laundry-proof, and can be ironed right over.

So, no matter what style of woven shorts you prefer, you'll find that Gripper fasteners are a wonderful advantage. Shorts with Gripper fasteners are available in leading brands.

GRIPPER*

*© by Scovill Mfg. Co.

FASTENERS



THE LAUNDRY-PROOF SNAP FASTENERS THAT END 'BUTTON BOTHER'!

A PRODUCT OF SCOVILL

3 POINTS Make the Difference



CHOOSE THE ONE BLENDED
WHISKEY THAT GIVES YOU ALL 3



Every drop

90 PROOF

rich, robust, delicious!



CHOICE QUALITY

* 35% Straight Whiskies
65% Grain Neutral Spirits



WINNING PRICE

America's Greatest
Whiskey Value!



FLEISCHMANN'S

PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.

STEEP ROCK MINE CONTINUED

RED WATER, STUBBORNNESS AND LUCK LED TO THE ORE



CROSS STANDS IN FRONT OF MANTEL FULL OF HIS PRIZE ORE SAMPLES

THE man who runs Steep Rock is the perfect example of the prospector, 20th Century style. Julian Cross (above) is no sourdough with pick, pan and burro. He is the holder of a college degree in mining and is a plain, calloused outdoor student of geology who has been looking for minerals ever since he was 16. He mixes geological surveys and prospectors' gossip in the proper proportion to make mineral-hunting successful, then adds enough modern engineering to make it pay off.

Roaming the Ontario country, "Jule" Cross heard the strange tales of Steep Rock Lake. Indians, some vacationists and a few old prospectors came back with descriptions of its reddish color. Canoes were spotted red. Red lines smeared the shoreline. This meant high-grade ore to Cross. But where was the ore? Prospectors had dug all around the lake and found nothing.

There was only one conclusion. The ore must be under the lake. Jule Cross decided to find it. In the winter of 1938, while temperatures got down to 60° below zero, Cross stubbornly twisted a drill down through the ice, water, silt and rock. He found no ore. What he did not know was that Steep Rock's veins are narrow and deep, so only sheer luck would locate one. The luck came, though, in the sixth area he was drilling. There was ore, lots of it.

But a huge amount of money would be required to get at it. Cross had just teamed up with another prospector named Joe Errington, and now the two got the help of a Canadian financier named Don Hogarth. Even with their pooled resources, though, the project cost too much.

That was where Cyrus Eaton entered the picture. Eaton, the boy from Pugwash, N.S., had made his mark—and become a controversial figure—in the U.S., but his heart was always in Canada. Jule Cross and Cyrus Eaton complemented each other perfectly, the one a hard-bitten, practical "find-it-then-go-get-it" manager, the other a hardheaded "make-it-pay" executive. It also happened that in 1942 the U.S. was at war and Eaton, on good terms with the RFC, argued that the U.S. might be needing more ore than Mesabi could provide. He got the RFC loan. Within three years Jule Cross had Steep Rock producing.

Joe Errington is dead now. But Don Hogarth is president of the company and Cyrus Eaton watches everything carefully even from his office in Cleveland, Ohio, 1,000 miles away. Jule Cross's find has made him a millionaire already, but ore is still in his blood. A widower with an 11-year-old daughter, he lives in a plain stucco house which he has decorated with his prized specimens of iron ore. In what little spare time he allows himself he indulges in his hobby of spiritualism, attending seances at which he says he sees and talks to old Joe Errington. Jule Cross likes to give the credit for Steep Rock's success to Joe, or Don Hogarth or Cyrus Eaton, not to himself. When asked about his contribution, Cross answers deprecatingly, "Hell, I only discovered it."

Now you can take good pictures in any weather—any place

WE PROVE IT...



Taken in sunny weather...



Taken in rainy weather...



Taken indoors...

WE GUARANTEE IT...



Absolutely—we'll guarantee that you will get *good* pictures in any kind of weather, rain or shine . . . in any place, indoors or out.

Here's all you do. Load your camera with AnSCO All-Weather film (Plenachrome). Then start taking pictures. If you're outside forget all about the weather—the film will take care of that. Even indoors with flash, AnSCO All-Weather film takes pictures you'll really be proud of.

If you are not 100% satisfied with every picture you get, just mail the negatives and the original film carton to us. (Address below.) We will send you a new roll of film free.

P.S. For indoor pictures taken under flood lights use high speed AnSCO Superpan Press—it, too, is guaranteed. AnSCO, Binghamton, N. Y. A Division of General Aniline & Film Corp. "From Research to Reality."

AnSCO ALL-WEATHER FILM

ASK FOR ANSCO FILM, CAMERAS, AND OTHER PHOTOGRAPHIC SUPPLIES



IT'S THE SAME MUSIC COMING FROM THE PIANO—BUT SO GREAT IS THE SPELL OF PIANIST-POLITICIAN HARRY TRUMAN THAT HIS DIVERSE

The Master Politician

WASHINGTON today, in the 55th month of the Truman administration, is a baffling place. Every observant visitor can sense the puzzles in the air, and every commentator and editorial writer feels compelled to speculate about them from time to time. The city contains paradoxes within paradoxes and any citizen who tries to understand the government can ask himself questions almost endlessly.

Is happy-go-lucky Mr. Truman really as red-hot a Fair Dealer and as angry about social injustice and the bankers as he makes out in his speeches?

If he is a Fair Dealer, what is he doing with conservatives like Secretary of the Treasury Snyder and Secretary of Commerce Sawyer in his Cabinet?

Or why do Snyder and Sawyer work for Mr. Truman?

Why are the labor leaders—who were boiling mad when President Truman threatened to draft the railroad strikers in 1946—now firmly on the Truman side?

How can the Truman administration be so confident that it has sewed up the farm vote, which is supposed to be an irreconcilable enemy of labor?

Why have Mr. Truman's two most recent appointees to the Supreme Court been Tom Clark, who is universally distrusted by "liberals," and Sherman Minton, who used to think, when he was a senator, that the New Deal was just too confounded slow?

How can it be that two of Mr. Truman's closest confidants in Congress are such eminent Southerners as Vice President Barkley and House Speaker Sam Rayburn, when Mr. Truman's civil rights program is supposed to be anathema to every Democrat with a drop of Southern blood?

Fortunately for future historians who might otherwise be bewildered by these strange questions in the 1949 Washington air, all the puzzles have the same answer. The key is so simple and obvious that many observers have overlooked it completely while trying to find more complex and cos-



AUDIENCE SEEMS TO HEAR EXACTLY WHAT IT WANTS TO HEAR. THE BIG QUESTION IS: WHAT TUNE IS MR. TRUMAN REALLY PLAYING?

by ERNEST HAVEMANN

WHO? WHY TRUMAN, OF COURSE. AND THAT EXPLAINS A LOT

mic explanations. In a word, it is politics—old-fashioned politics in the plain old professional sense, which means the rough-and-tumble, opportunistic and highly pragmatic business of getting and hanging onto public office, or, as less elegant lexicographers might put it, getting and keeping the snout in the public trough. The rules of the game have been unpublicized for so long that they have almost been forgotten, especially by younger voters and pundits. The Republicans enjoyed such unbounded success in the '20s that they almost ceased practicing the rules even on the lower ward levels; their last President, Herbert Hoover, was not a professional politician at all—probably to his own great detriment. The only other recent President, Franklin Roosevelt, was put in office by professional politicians—and was one—but had such great personal virtuosity that he could seem to flout all the rules and actually dissociate himself, in the public mind, with such indispensable members of his party as Farley, Flynn and Hague. But the

rules still hold and today they dominate Washington, and anybody who hopes to understand the Truman administration must ponder them.

A professional or machine politician is by definition a man who makes a career and earns his living by getting himself or his friends elected to office. If the party prospers he prospers; if the party gets thrown out of office he gets thrown out of a job. He cannot afford to disagree with any influential people in his party or with any of the party policies. He must always.

1. *Vote the straight ticket*, even if he hates the candidates to death.
2. *Be unswervingly loyal to all his party friends*, even if they turn into five-percenters, drunkards or even convicts.
3. *Feel that the best offices should go to the best vote-getters or the closest friends* on the spoils system theory that government jobs are the reward of politics.
4. *Believe to the death in the party platform*, even if the platform forces

him to be an isolationist one year and an interventionist the next, even if it turns him from a free-enterpriser into a socialist.

Given this set of rules as the key, the whole city of Washington unlocks itself. As everyone knows, Harry Truman for nearly 30 years has been a professional American politician, trained and brought into prominence by the old Tom Pendergast machine in Kansas City. Like many other honest and well-meaning men who have worked in a crooked city machine, Mr. Truman never came to believe—as Tom Pendergast believed—that the goal of the machine was to enrich its members through graft. In all his private and public life he has been completely clean.



CHARLES SAWYER

He is what the doctor ordered when businessmen have blues.

Yet being a real politician he stuck to Pendergast to the end, even to the point of attending Pendergast's funeral after he had become Vice President and Pendergast had become a jailbird. On another occasion as President he paid a rather spectacular public tribute to an old political friend who for years had hardly ever been known to draw a sober breath. During the five-center investigations a lot of political commentators wondered how long Mr. Truman would stand for being embarrassed by his old friend Harry Vaughan, who was in the thick of it. If they had recalled the politician's credo, they would have known—and would not be a bit surprised to find Vaughan doing business at the same stand today. Mr. Truman has never let a friend down and he probably never will—and the other politicians in his party know it and love him for it.

In fact Mr. Truman, far from being an ineffectual man or a bumbler as some of his critics maintain, is actually one of the smartest operators in his business. In all probability he will go down in the records as the shrewdest politician of his period, not even excluding that irresistible personal charmer and eloquent speechmaker, Franklin Roosevelt. Mr. Truman has no great personal charm and often reads a speech as if the words were giving him a bad stomach-ache. Nobody has yet endorsed him for the list of America's 10 greatest Presidents, or even 20 greatest. Practically all the critics—the editorial writers, the commentators and the political scientists—have been highly disdainful, if not of everything he has done, at least of a great part of it. At various times he has disappointed almost everybody—labor, businessmen, New Dealers, anti-New Dealers, farmers and housewives.

Yet if Mr. Truman has disappointed everybody he has also succeeded very well—and this is the mark of a great politician—in making nobody terribly mad. The closest he ever came to making a real enemy was in the railroad strike, yet by the time of the 1948 election most union members had decided that he was on their side after all. The New Dealers wonder about Mr. Truman's record and friends, but then they read one of his speeches and become convinced that he is a bosom buddy. The businessmen listen to his speeches and get high blood pressure—and then Commerce Secretary Sawyer goes around to one of their club meetings, pats them on the back and assures them that they have nothing to fear. As the 1948 election returns proved, nobody really hates Mr. Truman. If anybody stayed away from the polls that day, it was the Republicans who didn't care much for Tom Dewey.

Zigzagging down a straight line

IT is the Truman administration's ability to seem all things to all men, to walk on tightropes and conceal the pea under the walnut shell, that makes it so difficult to judge, criticize or violently oppose. And it is this same quality that makes it such a potent political machine. From the point of view of an economist or a political scientist, the Truman record is full of zigs, twists, zags, turns and full circles. From a politician's point of view it is moving full speed down a straight line. After Mr. Truman's two vote-minded speeches on Labor Day and his subsequent sawdust-trail performance at the late September dinner for Democratic Chairman Bill Boyle, a good many people decided that he had made up his mind and was busy running for re-election in 1952. This may or may not be true and the facts are unascertainable, for no politician in his right mind would let anybody know his intentions so far in advance. Yet Mr. Truman is certainly hell-bent for the election, if not of himself, at

CONTINUED ON PAGE 100

Jayson
WHITEHALL

Of Imported Egyptian Cotton—worth twice as much as cotton used in higher priced shirts. Rich lustrous broadcloth... 60% stronger by test than shirts at even higher prices. Sparkles more brilliantly after even a year's laundering. Flawless Jayson tailoring, with your choice of 11 collar models certain to flatter you. Single and double cuffs. \$3.95. Jayson shirts from \$2.95.

ST. JACOB'S B. BROS., INC.
1135 BROADWAY, NEW YORK 30
Makers of Carlo Sarto

because it fits to Perfection

Jayson
SHIRTS - SPORTWEAR - PAJAMAS

SHIRTS - SPORTWEAR - PAJAMAS

the **TALLER**
you are —
the harder
SHE'LL
fall!

now you can be almost
2 INCHES TALLER

You're taller secretly. No one knows you're wearing "ELEVATORS" because these amazing height-increasing shoes make you taller without tattling. The heels are no higher. Join the thousands of successful men who enjoy the business and social advantages of being almost 2 inches taller.

ELEVATORS
HEIGHT-INCREASING SHOES
"YOUR PERSONAL PEDESTAL"
TRADE MARK OF STONE-TARLOW CO., INC.

Cost no more than other fine shoes.

Write for FREE Booklet

STONE-TARLOW CO., INC., Dept. L-10-40, Brooklyn 30, N.Y.
Please send me Free Booklet and name of nearest dealer.

NAME _____
(Please Print)

ADDRESS _____

CITY _____ STATE _____

The Original and Genuine "ELEVATORS" Mfd. in U. S. Exclusively by Stone-Tarlow Co., Inc. And under its authority in Canada by MacFarlane, Lafaire, Ltd. Montreal.

Tastes just RIGHT!

KENTUCKY CLUB

KENTUCKY CLUB
FOR PIPE LOVERS

Brother, it's ace! Gives a heap o' pleasure—a blend that is mild and fragrant. Choice White Burley, extra smooth, with a valuable "dividend check" in every tin. If your dealer doesn't carry Kentucky Club, send your name and his name with addresses to: Mail Pouch Tobacco Co., Wheeling, W. Va.

Look for the Blue Tin with the Red Rider!

MADE BY THE MAKERS OF
MELO-CROWN CIGARS

MAIL POUCH
CHEWING TOBACCO
Famous for
TASTE and QUALITY

Listen to: "THE FISHING and HUNTING CLUB OF THE AIR"
Mutual Network, every week

CROSLEY

designed and built

to give you the clearest TV picture

In television it's picture that comes first—picture clarity, picture sharpness, picture steadiness. Crosley engineers have concentrated on developing the *crispest possible reception*... clear, bright, constant pictures, without any disturbing "ringing," unsteadiness or distortion. Their next concern has

been to make the *tone* you hear with a Crosley TV receiver as true and clear as the pictures you see. How well they have succeeded you can tell for yourself—by comparing Crosley television with all comers! Compare for picture clarity... for tone fidelity. And then compare price!

For 1950 CROSLEY has a built-in antenna!

Exciting feature of the 1950 Crosley TV set shown here is an electronically-controlled, built-in antenna. This remarkable development sharply reduces installation cost, is

effective in up to 80% of TV areas. Crosley dealer-technicians will make sure that, in whatever area you reside, you will get the best results from your Crosley TV receiver.

See — and hear — this Big, new 10" Picture Tube CROSLEY Table Model

It's a beautiful, compact receiver designed for the average family! Expanded pictures are sky-bright, razor-sharp, rock-steady on a big 10" picture tube... FM sound is of richest quality.

Tuning is greatly simplified... and Crosley's continuous tuner is the most exact, trouble-free method of television tuning known. Decorator-designed cabinet is molded of a new polished mahogany plastic. Dials have a gold background. A neutral tone mask frames the pictures you see, eliminates optical distractions. Frankly, it's a jewel of a set, priced astonishingly low!

The Crosley circuit with Electronic Picture Stabilizer effectively safeguards your TV viewing pleasure. The circuit's design, and Crosley's precision methods of manufacture, are directed to give you the clearest, sharpest, steadiest picture on this and on *all* the new Crosley TV sets for 1950. There's a complete line, with picture tubes from 7" to 16". You're invited to see them at any Crosley Dealer's, right away!

Full-Year Cathode Ray Tube Guarantee. The big picture tube, heart of your Crosley television set, is guaranteed for a full year.

With the continuous tuner in Crosley TV receivers, future provision can be made, if desired, to secure reception on proposed LHF (ultra high frequency) channels, based on present standards.



CROSLEY



Better Products for Happier Living

REFRIGERATORS • FREEZERS • FARM AND HOME FREEZERS
ELECTRIC RANGES • ELECTRIC KITCHENS • STEEL CABINETS
ELECTRIC DISHWASHERS • ELECTRIC WATER HEATERS
RADIO • RADIO PHONOGRAPHS • TELEVISION
and of course, they're electric!

Your best entertainment buy is television...
your best television buy is

CROSLEY

MORE JOY

for your children! Puppets, fairy tales and other special programs for small fry come in clear, big, and bright on Crosley TV. It's the happiest way to entertain and teach them.



MORE PLEASURE

from drama and mysteries! You never break the play's suspenseful moments by having to adjust complex controls. Crosley tuning is simplified... pictures are razor-sharp.



MORE FUN

from variety shows! The jokes and antics of comedians, the grace and charm of pretty performers... are at their delightful best on Crosley's big, French Oval screen.



*Cough Relief

#DUE TO COLDS

Yes, relief is quick, sure, safe, when Pine Bros. cover your cough-torn throat with moist, soothing glycerine. Use freely. They won't upset your stomach.

PINE BROS., INC., PHILADELPHIA



fast

THE MASTER POLITICIAN CONTINUED

least of some other Democrat in 1952. This, after all, is why politicians were born.

In its everyday workings the Truman administration is a comfortable one, with very few hates and without too much ambition. Nobody is shouting and beating his breast from either enthusiasm or desperation. Except in the field of foreign policy, nobody takes anything too seriously—and even there the orientation is sometimes more political than emotional. The White Paper on China, for example, was at least partly motivated by the desire to keep Republicans like Senator Knowland from making an issue of Asiatic policy. Nobody knows how much of it is the State Department's considered judgment and how much of it is campaign oratory.

There are some real planners around—the old hot-eyed New Deal types who think they can remake society into some kind of Utopia, or at least remedy its more egregious defects through state action.



OSCAR EWING

Who but an Aluminum Co. lawyer could run social security?

mutual St. Louis friends, promptly showed an aptitude for speech-writing and eventually became a kind of assistant president—with one eye on policy and one eye on politics. Clifford stays out of the limelight, performs his duties well—and is one of the most enigmatic people in the whole Administration.

In his pre-Washington days Clifford had shown no special interest or opinions in politics. He was an up-and-coming young member of a good, solid law firm which numbered insurance companies and banks among its best clients. He was also a leader in the St. Louis symphony and opera societies, which are considerably more social than sociological. He slipped into the Truman administration quietly and was regarded merely as handsome window dressing for the White House until he led the great fight against John L. Lewis in the coal strike of 1946. Nobody would ever have guessed, from Clifford's personal history or his zest while badgering Labor Leader Lewis, that he would someday become known as Mr. Fair Deal. In Washington today, that is his nickname. In behalf of the Fair Deal he has written Mr. Truman's fiercest speeches, along such lines as to burn his ex-clients to a crisp.

For the federal medicine program the front man is Oscar Ewing, a highly successful and wealthy attorney whose biggest job in the '30s, while the New Deal was boiling up in Washington, was serving as counsel to the Aluminum Company of America, which the New Dealers hated. Ewing has had a yen for politics ever since his boyhood days in Indiana, and as he became wealthy enough to indulge his hobby he became more and more active. But in the campaigns of 1940 and 1944 he was known more for his eminently practical and hardheaded organizational advice than for his interest in policy. When he was made Federal Security Administrator by Mr. Truman he moved into a strange new territory where he had no prior knowledge or experience. The medical plan was written by the planners in his department and he put it out over his signature before he had fully assimilated all the details. Ewing's associates in FSA consider him an earnest and sincere believer in the

Possibly the most important of these is Leon Keyserling of the Council of Economic Advisers, an intense and argumentative man who firmly and earnestly believes he can keep prosperity flowing from the economy like a musical genius's notes from a violin. There are also the men in the Federal Security Agency, some of them holdovers from the New Deal, who are pushing the socialized-medicine plan. There are the planners in Agriculture, who believe they can enrich the farmer without soaking the customer.

But the planners have to operate through strange channels. Keyserling and the rest of them usually gain the President's ear by way of Clark Clifford, whose title is counsel to Mr. Truman. Clifford is a former St. Louis lawyer who served in the Navy, became naval aide to the President through



CLARK CLIFFORD

Who but John Lewis' worst enemy could be "Mr. Fair Deal"?

Chips

BLUSTER COAT

WARM AND COLORFUL

FORTY-TWO FLUFFED WOOL LINING

A double-breasted belted garment unsurpassed for cold weather usage. Attractive and comfortable at 40 above and 20 below. In Klondike blue or Gabardine Brown Grey or Tan Genuine Mouton collar. Sizes 4 to 12. About \$22.95.

At Notable Stores Everywhere

B. SCHWARTZ & CO. INC.
107 BROADWAY NEW YORK



TUMS BAD NIGHT?

Take Tums—
feel **RIGHT!**

Relieve acid indigestion,
gas, sour stomach,
almost instantly



for the tummy



CONTINUED ON PAGE 102

PEPSODENT TOOTH PASTE

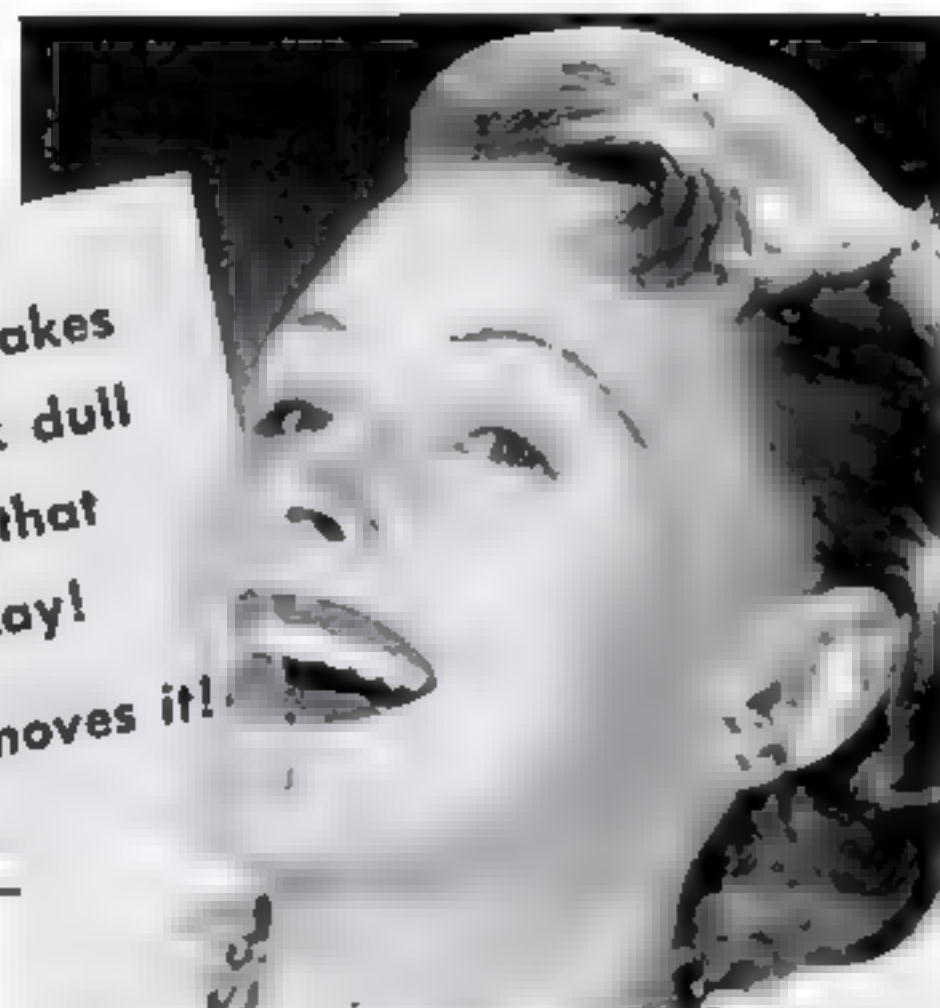
Helps Stop Decay Before It Starts!

*How famous Pepsodent film-removing formula helps
stop formation of tooth-destroying acid!*

Tooth decay is caused by acid. This acid is glued to the teeth by film. It is formed by mouth bacteria (lactobacillus acidophilus) when you eat sugars and starchy foods. Faithful brushing with Pepsodent Tooth Paste right after eating *reduces* acid formation—helps stop decay before it starts.



The film that makes
your teeth look dull
is Acid film that
speeds decay!
Pepsodent removes it!



Film never lets up!

Film forms night and day on everyone's teeth—on your teeth, too!

You can save yourself needless cavities, pain and expense by brushing right after eating with Pepsodent Tooth Paste. And by using film-removing Pepsodent you not only help stop formation of enamel-eating acid—but also remove the dull, dingy stains that collect in film . . . and germs that cause bad breath.

There is no safer, more effective film-removing dentifrice than Pepsodent. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium*, or Pepsodent's exclusive, gentle polishing agent.

So get the famous film-removing Pepsodent Tooth Paste today. Again we say—keep teeth free of film and see your dentist twice a year.

PEPSODENT'S GUARANTEE

For more than 14 years Pepsodent scientists have conducted continuing research to improve and perfect the film-removing action of Pepsodent Tooth Paste. We can guarantee, without reservation, there is no safer, more effective film-removing dentifrice than Pepsodent.

Get film-removing Pepsodent to-

day. Use it regularly after eating for just 7 days. If you don't agree Pepsodent Tooth Paste removes film better than any other dentifrice you've used—return the unused portion of the tube to Pepsodent Division, Lever Bros. Co., Department F, 141 W. Jackson Boulevard, Chicago 4, Illinois—and we will refund the money you paid.

*You'll have brighter teeth and
cleaner breath when you*

**Fight tooth decay
with film-removing Pepsodent!**



Another Fine Product of
Lever Brothers Company

*Irium is Pepsodent's registered trade-mark for purified alkyl sulfate.

THE MASTER POLITICIAN CONTINUED

CAN YOUR SCALP PASS THE FINGER-NAIL TEST?



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

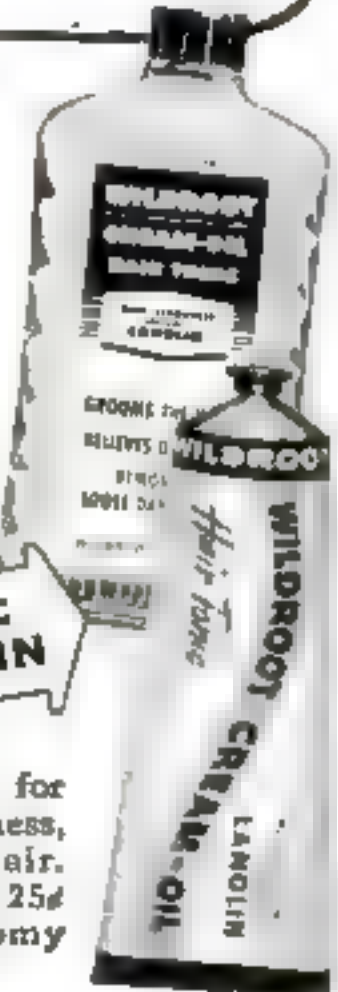
YOUR HAIR CAN LOOK LIKE THIS WITH NEW WILDROOT CREAM-OIL



A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

NOW YOU CAN GET AMERICA'S LEADING HAIR TONIC IN NEW 25¢ SIZE!

IF YOU'VE NEVER used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's again and again the choice of men who put good grooming first!



NON-ALCOHOLIC
Contains **LANOLIN**

SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.

TUNE IN "The Adventures of Sam Spade" Sun. evgs., NBC Network.

medical plan and the other new social security measures which his department has been plugging. This is probably correct, because Ewing has enough money to retire any time he finds himself in an uncongenial job. But the fact remains that he inherited the program and the task of pushing it; at the outset he did not know enough about the medical plan to be either for or against it. A cynic might say that Ewing or anybody else, given the job of administering and advancing social security, could easily persuade himself to be in favor of it.

This is the essence of the Washington puzzle. On paper Mr. Truman is so dedicated to the welfare state as to stand well to the left of Franklin Roosevelt. In real life he is surrounded by people who just do not look like New Dealers at all. In his first two years as President he got rid of such dedicated New Dealers as Henry Morgenthau, Chester Bowles, Henry Wallace and Harold Ickes. He has brought into his close official family such men as John Snyder (a conservative banker), Charles Sawyer (a conservative businessman) and Fred Vinson (a conservative Southerner). The natural question to ask is whether the President means what he says or means his appointments. The answer is that undoubtedly Mr. Truman means both.



FRED VINSON
A Southern conservative heads the Fair Deal's Supreme Court.

In his personal tastes Mr. Truman runs toward men of his own stripe—Midwesterners, World War I veterans, practical fellows who never gave much thought to society's structure and tended to believe all socialists and college professors were queer until the New Deal turned planning into a political issue. In addition he is not a very severe critic of his friends; his record on appointments shows that he believes any good Democrat can hold any job in government. After all, if any American boy can become President, why should not any American boy become Secretary of the Treasury or White House military aide? When it comes to Supreme Court appointments, what is the difference between a Charles Evans Hughes and a Fred Vinson, or between an Oliver Wendell Holmes and a Tom Clark?

As a politician, however, Mr. Truman has always been able to put his personal tastes aside and adapt himself very quickly. Just as he went along with Tom Pendergast in Kansas City, he voted to affirm Franklin Roosevelt's planners and the planners' theories while he was a member of the Senate.



JOHN SNYDER
A conservative banker handles the Fair Deal's money matters.

This flexibility is not solely a matter of political discipline. Mr. Truman is aware that any real and consistent success at politics involves something more than party loyalty, the spoils system and doorbell ringing. A good machine politician has to be a Gallup pollster at heart, only better; he must constantly wet a finger to the wind, keep his ear to the ground, listen to the stirrings of the grassroots and feel the public pulse. Ed Flynn, the veteran Boss of the Bronx in New York City, has stated this principle very succinctly in a book called *You're the Boss*. "The only way to win elections year after year," Flynn says, "is to know what the people want and give it to them." Mr. Truman, a common man himself, is an expert at knowing what the common man wants. There were some signs in the early days of his Administration that he had decided that the common man was tired of planners, professors and labor leaders, and longed for a return to pre-New Deal individualism. By last year, however, he had made up his mind that the common man still wanted the government to take care of him—and protect him from both the vicissitudes and opportunities of a free society. Mr. Truman's 1948 campaign and all his subsequent speeches have been based on the theory that government can simultaneously give higher prices to farmers and lower prices to housewives, higher wages to workmen and lower prices to buyers, less work and more prosperity, more security and yet more jobs. This

CONTINUED ON PAGE 124

FIRST AID for HEADACHES



I had one this morning. But it didn't last. I took Alka-Seltzer And got RELIEF fast.

When your tablets get down to 4, That's the time to buy some more. Buy an EXTRA package, too—That's the wisest thing to do.

Alka-Seltzer

All drugstores U. S. and Canada

FAST RELIEF CORNS

CALLOUSES, BUNIONS, SORE TOES!

The instant you apply Super-Soft Dr. Scholl's Zino-pads, painful shoe friction stops, pressure on the sensitive spot is lifted. You'll marvel, too, how these thin, soft, soothing, cushioning pads with patented Pinked Edge speedily remove corns, callouses when used with the separate Medications included.

No Other Pad Like It

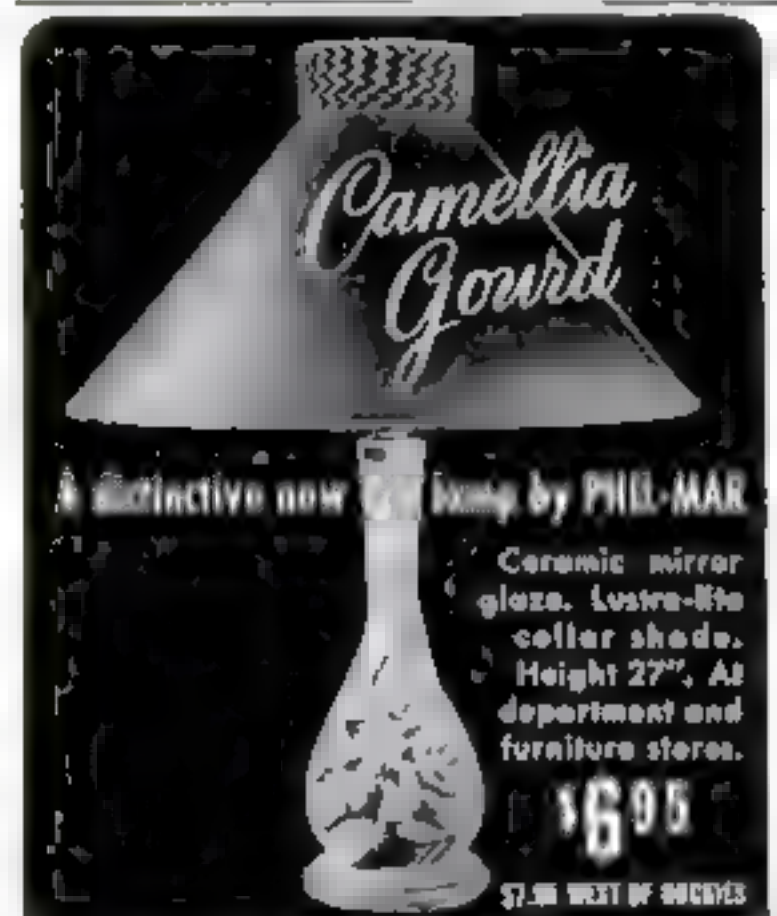


Dr. Scholl's Zino-pads

32% of all MEN'S SHOES bought in the U. S. in one week were bought by

LIFE reading families

(From a study by the Market Research Company of America)



A distinctive new lamp by PHIL-MAR

Ceramic mirror glass. Luster-like color shade. Height 27". At department and furniture stores.

\$6.95

\$7.95 WEST OF ROCKY MTS.

For catalog—write PHIL-MAR, Cleva. 14, Ohio



HANDS *that cross the sea!*

Sure hands that hold the wheel...skilled
hands that turn master valves...deft
hands that place a delicacy on your plate...
willing hands that open a door...these are
the hands that cross the sea many times a year
to bring you the dependability and comfort of a
Cunard White Star transatlantic voyage.

Guided by a tradition more than a century old,
they are the hands of officers and men...
stewards and stewardesses born to pride
in the standards traditional with Cunard White Star.

Whether you travel in a luxurious suite
or a comfortable tourist class stateroom...
whether you speed across the Atlantic in
one of the Queens or prefer a more leisurely
voyage...yours is the assurance that you
are in dependable hands all the way.

The British tradition distinguishes
CUNARD WHITE STAR



In New York Service

QUEEN ELIZABETH • QUEEN MARY • MAURETANIA • CARONIA • BRITANNIC • MEDIA • PARTHIA

In Canadian Service

AQUITANIA • FRANCONIA • SAMARIA • SCYTHIA • ASCANIA

is a pleasant if impossible theory and a lot of voters, as 1948 proved, like to hear it.

It would be possible, on the basis of his speeches and recommendations, to accuse Mr. Truman of sheer political demagoguery. This would not be fair—and the voters would not have fallen for it in 1948 had it been true. Mr. Truman is not above turning a political trick, but in the over-all sense he is unquestionably sincere. On the foreign policy matter, for example, he has risen to considerable stature as a statesman. He inherited a foreign policy which had been geared to the war and had not anticipated the peace. The attitude toward Russia was messy, ambiguous and based on the false premise that Stalin was yearning to become a good neighbor. There was considerable division of loyalty among some of the men in the State Department who were too intrigued by the theoretical principles of Marxism to see the blackjack in the other hand. Since that day the U.S. has come a long way as a world power which knows its friends from its enemies and is helping or guarding against them accordingly.



DEAN ACHESON

What is this Croton man doing among all the old Missourians?

Mr. Truman's appointments in the field of foreign policy have been altogether different from those on the domestic side. Strangely—or perhaps not so strangely, since politics has been ending of late at the water's edge—Mr. Truman has been careful to go out of his way for the men he considered the best available for the jobs: a Republican like Paul Hoffman to administer the Marshall Plan, a Croton man like Dean Acheson to run the State Department. The President and the men he chose to assist him in this field do not have a perfect record—but considering the kind of start they had they have done a pretty magnificent job. If Mr. Truman had failed he could have excused himself on the ground that the task was hopeless, and a great many students of foreign affairs would have agreed. It is a noteworthy tribute that only once—in the White Paper on China—has he been forced to apologize.

Mr. Truman's favorite job.

IN the field of domestic affairs even Mr. Truman's worst critics will concede that he does like people and believes in a fair shake for everybody. At various times he has been a soldier, a farmer, a salaried man and an unsuccessful little businessman; he has a natural sympathy for the underdog and is suspicious of too much wealth or power. One of the most congenial posts he ever had was as chairman of the wartime Senate investigating committee, where he had the job of scrutinizing war contracts and trying to keep them from becoming an instrument of furthering business monopoly. He performed this task with both capability and zest and was certainly one of the ununiformed heroes of the war. However some of his associates on the committee noticed a peculiar weakness in Mr. Truman. He always kept his eye on the goal, but he seemed to lack discrimination about the methods of getting there. "Anybody who came to Mr. Truman with a scheme for breaking up monopolies was sure to get 100% approval," one of the President's old associates has said, "even if the scheme was completely crackpot. If Mr. Truman figured you were seeking the same ends he was, it wasn't hard to sell him a bill of goods."



PAUL HOFFMAN

How did this stalwart Republican get in with the Democrats?

Since Mr. Truman has been President he has bought the New Deal—now called the Fair Deal—bill of goods. In view of his personal feelings and his political sagacity, this is perhaps only natural. Mr. Truman wants to do good, and the only people around Washington who have a quick formula for doing good are the planners like Keyserling and the theorists in the Federal Security Agency and the Department of Agriculture. It is much easier, for exam-

RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN

FAST



Here's Why...
Anacin® is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

FOR MEN AND BOYS

OTIS
UNDERWEAR



OTIS
SPORTSWEAR



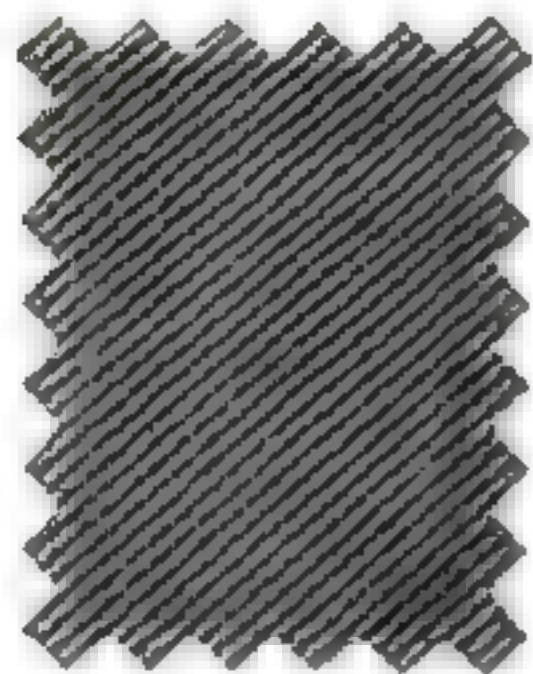
OTIS
HOSIERY

E-Z MILLS, INC., 57 WORTH STREET, NEW YORK 13, N. Y.

Everybody loves...



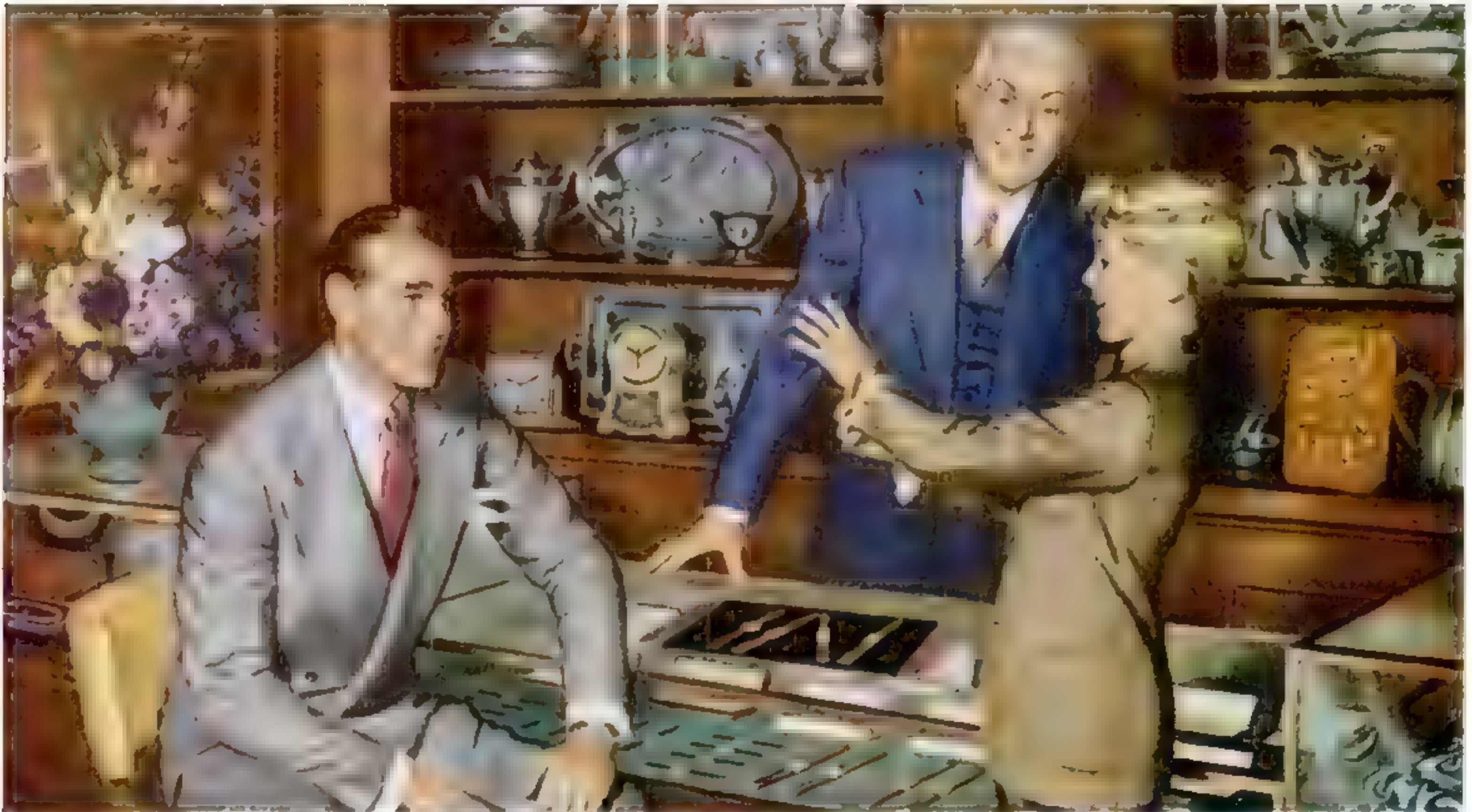
ALSO AVAILABLE IN 6 BAR PACKAGE
SWITZER'S - ST. LOUIS



Be sure to see the picture elsewhere in this issue of the Hart Schaffner & Marx Palette Tone Diagonal suit. (The small black and white photograph on the left gives an idea of the diagonal nature of the weave of the fabric.) Of British origin, this diagonal design is enjoying an immense success here.

There are five basic shades: gray, gray-green, brown, tan, and blue. In addition there are "window-pane" patterns in which a subtly contrasting rectangular check is woven into the diagonal.

Here is the suit for the man, tired of the ordinary, who desires new life for his wardrobe. Though youthful in appearance, it is never conspicuous. Its diagonal weave is wider than the ordinary so-called "serge" weave. It appears to be raised or ribbed. Yet it has a smooth, flat face. And, despite its soft, luxurious feel, it really has stamina. You'll find it in single and double-breasted models wherever Hart Schaffner & Marx clothes are sold—and only there.

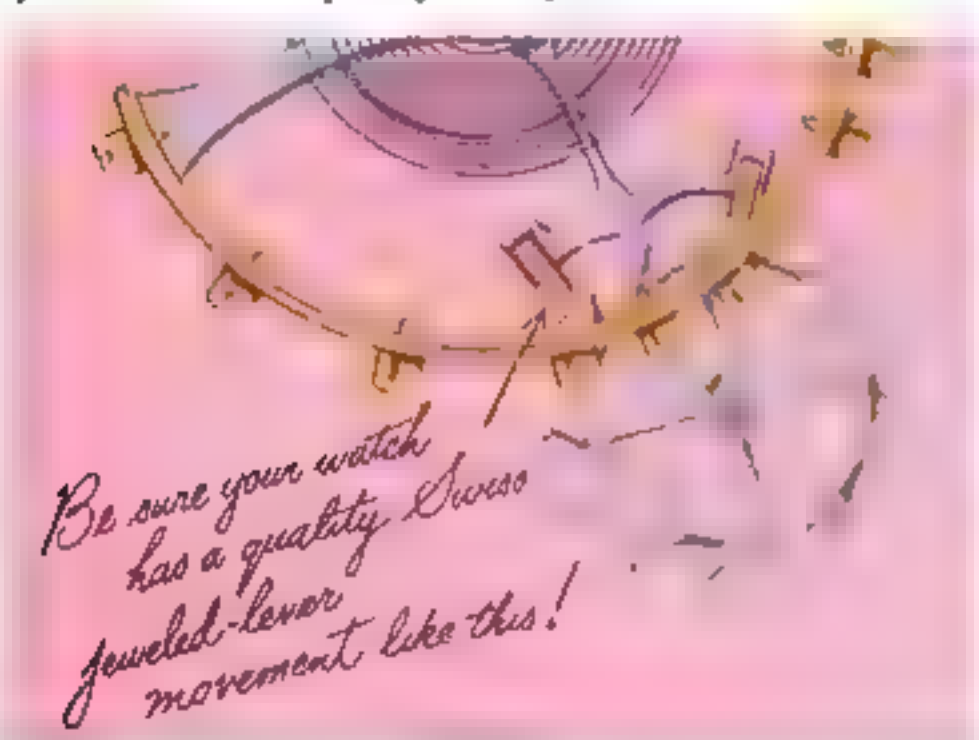


1. By the age of twelve, the average boy and girl are mature enough to recognize the value of precious time, to plan the days more methodically and thoughtfully, and to handle a precision instrument with care. When you buy a

watch, ask your jeweler: "Does it have a quality Swiss jeweled-lever movement?" If it does, this feature is your best assurance of accuracy, dependability, and value. See the newest in watches during "The Watch Parade," Oct. 24—Nov. 7.



2. Practical watches to give young, active people are water-repellent and shock-resistant. These features, like the self winding watch, calendar watch, chronograph, and chronometer, are Swiss developments. In every watch, it's the movement that counts—be sure your watch has a quality Swiss jeweled-lever movement.



3. To get the most for your money, choose a watch with a quality Swiss jeweled lever movement. For the jeweled lever is the mechanical "heart" that keeps your watch running accurately with a minimum of wear. Don't be fooled by so-called "watch bargains"—you usually get just about what you pay for.

How old should a youngster be before he gets his first good watch?



4. Swiss craftsmen were the first to use jewels in watch movements in 1704. Today, the quality Swiss jeweled lever movement stands for timekeeping excellence the world over. That's why a smart Swiss watch is a treasure of lasting pride—for you—or for the fortunate one who receives it from you.



5. With the aid of the Swiss Watch Repair Parts Program, your jeweler can service quality Swiss watches economically and promptly. For watches are your jeweler's business. So, when you buy a new watch, rely on a jeweler in whom you have confidence—he'll show you the best jeweled-lever Swiss movements in your price range.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF



SWITZERLAND

©1949 Swiss Federation of Watch Manufacturers

Diced Cream— the most sensational improvement ever made in ice cream!



Packaged in individual servings!

Generous-sized, cube-shaped DICED CREAM comes in individual serving packages. Easily opened with a flip of the carton. No slicing or scooping. Cube falls into dish or glass. Quick and easy to serve at home. Fountains will find it a real timesaver, too.

Everybody gets his favorite flavor!

Make one ice cream purchase and get all the flavors necessary to please every member of your family. Simply buy individual servings of DICED CREAM, your choice of 20 wonderful, different flavors



35% richer than ordinary ice cream!

DICED CREAM is a special catering quality. Far superior to hand-dipped ice cream. Made from the finest flavors, fruits, nuts, candies and rich cream. Flash-frozen for smooth texture, delicious flavor. Costs no more than ordinary ice cream.



At last, the ice cream industry is going modern!

In grandfather's day foods like butter, crackers and milk were sold in bulk...scooped from jars and barrels. Today these foods are packaged. But ice cream is still sold in the same old-fashioned way!

DICED CREAM modernizes ice cream. This superior-to-hand-dipped quality product ends irregular servings, uncertain quality and waste. It's the only completely wrapped individual serving package of ice cream on the market not exposed to air or dust. DICED CREAM is never touched by hand or scoop. No icy particles! Complete purity assured!

It has taken five years to develop the machine that makes DICED CREAM. There is nothing like it in the world. It produces over 10,000 packages an hour. Through this production efficiency you get special catering quality in uniform, individual packages containing 35 per cent more ice cream than in ordinary servings, at no extra cost.

DICED CREAM is the most revolutionary ice cream making, packaging and serving advancement in history. Demand far exceeds supply.

Coming soon to your community

DICED CREAM

For franchise information, write Diced Cream of America Co., P.O. Box 2054, Terminal Annex, Los Angeles 54, California

Copyright 1949



Up in popularity! Each year of its 19 years, 7-Up—the all-family drink—has increased in national sales.

★

So pure... so good... so wholesome, even little toddlers can "fresh up" with 7-Up as often as they want with as much as they want. Buy a case today where you see those bright 7-Up signs.



See 7 Up color page in this issue.

QUIET!!

...while I enjoy that tangy cheese flavor of CHEEZ-IT!

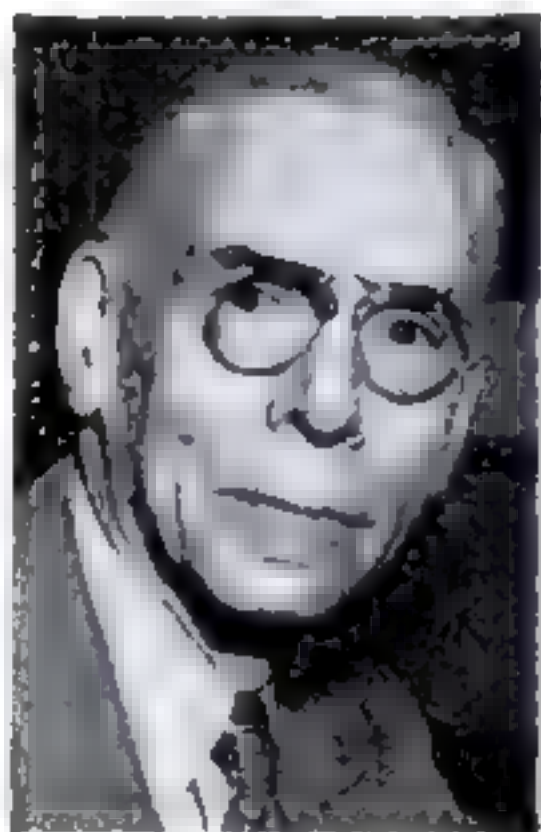
GOOD any old time!

America's largest selling cheese cracker!

Sunshine Biscuits, Inc.

THE MASTER POLITICIAN CONTINUED

ple, to listen to Keyserling than it is to Dr. Edwin Nourse, who is Keyserling's opposite number on the Council of Economic Advisers—and takes the old-fashioned view that prosperity can only be worked out through sweat, strain and considerable travail. It is much easier to favor a federal medical plan, which holds that adequate medical care can be bought on a painless time-payment plan,



EDWIN NOURSE

He may be a good economist but his talk is mighty unpleasant.

than to face up to the shortage of doctors, the high cost of medical schools and the fact that Nevadans happen to live on widely scattered ranches rather than down the block from city dispensaries. As Mr. Truman found in 1948, a politician who takes the Fair Deal line can promise a lot more—and can seem to be giving the voters a lot more of what they want—than a politician who believes in cause and effect. This raises an interesting and, to many old-fashioned people, a rather horrifying question: once the idea of the welfare state has been proposed, can it ever be abandoned? In all Washington's top bracket there is hardly a man, including the President himself, who is by nature or training a student and devotee of left-wing political and economic theory. Yet the official philosophy of the Truman administration is the most left-wing school of thought yet to gain any official status in the U.S. This is partly a matter of the spirit of the times. The welfare state, in one form or another and in various degrees, has become the majority political philosophy over most of the globe. It was not invented by Mr. Truman or by any other practical politician; it is in part a product of the theorists and in part a product of mass emotions. The world has been moving in that direction: in a way the political issue of our time is not whether we shall have a welfare state but how and to what extent we shall have it. All politicians, Democrats, Republicans and mavericks, as they ply their art of giving the public what it wants, must reckon with this fact—and even people who deplore the idea of statism and believe it can only lead to tragedy have come to compromise with it and actually to accept many of its principles. But to a real good machine politician the chief appeal of the welfare state is that it can be made to seem to voters like the promise of something for nothing. This alone is almost enough to ensure its immortality.

If President Truman has been slow to put the Fair Deal into effect, as some of his left-wing critics suspect, it may be because the Fair Deal has more political appeal as a promise than as a reality. The President must wonder sometimes if the Fair Deal plans could possibly work out as well as they sound on paper. (He would certainly be so warned by such intimates as John Snyder and Fred Vinson.) As a matter of fact there are good grounds for theorizing that Mr. Truman won the 1948 election because he was unable to accomplish anything as President. His domestic program was rejected practically *in toto* by the 80th Congress, which had been elected by the Republicans in 1946, and Mr. Truman was thus able to advertise himself as a champion of the people who had been consistently thwarted by the men on Capitol Hill. With real political sagacity he dramatized this position by calling the Congress into special session immediately after the summer political conventions. This was considered rather foolish by the experts at the time—since old-fashioned politics was considered out of date—but it turned out to be the master stroke that won the election for Mr. Truman.

It probably would have been politically smart for the Republicans to have given the Truman administration all the rope it wanted at the special session, or indeed at any time between 1946 and 1948. But the Republicans thought that President Truman was already beaten and they wanted to get about the business of running the country according to their own lights. Their actions, whatever their worth to the nation, turned out to be politically indiscreet. They



LEON KEYSERLING

His brand of economics is music to a smart politician's ears.

If you're feeling burned up...



Put this



in your pipe

and smoke it!..

Briggs is such a mild and mellow pipe tobacco, it never scorches your tongue. And because it's fully-aged in real oaken casks, Briggs has a smooth, rich aroma that promises extra smoking pleasure every time. Light up a pipeful, why don't you? We think you'll be mighty glad you did.

COPR. 1949 BY P. LORELLARD COMPANY
Also available in Canada

CONTINUED ON NEXT PAGE

America's
largest-selling
brandy...

CORONET
brandy

makes
the lighter
highball

makes
your favorite
cocktail!



California Grape Brandy 84 proof. Brandy Distillers
Corp., 350 Fifth Avenue, New York 1, New York

THE MASTER POLITICIAN CONTINUED

enabled President Truman to sell himself as the advocate, in opposition to the Congress, of lower prices (which he could almost certainly not have provided), more housing (probably unbuildable under the circumstances) and of the labor man's rights (which he himself had once tried to abrogate with the draft).

Historians may someday put down the Truman administration as the only one in U.S. experience which was so thoroughly able to eat its cake and have it too. During the crucial postwar period, when its championship of price controls and public housing programs might have been tested in the cruel light of performance, the test was prevented by a Republican Congress. Such Fair Deal measures as federalized medicine and the Brannan farm plan are still being kept on the shelf—to glitter as promises without ever being tarnished through use—by skeptical congressmen of both parties and also by the reluctance of some of the members of Mr. Truman's own official family. The Fair Deal's civil rights plank, adopted at the 1948 convention almost over the dead bodies of Mr. Truman's closest advisers, who thought the issue was too hot to handle, has also become a real political blessing. As far as translating the plank into law is concerned, nothing has happened; the Southern senators killed the whole program with a filibuster as soon as the new Congress got to work. But it has now been established that Mr. Truman or his political successor can gain votes by bleeding for the Negro all he pleases, while Democrats who want to hold down the Negro need have no fear that the blood will do any good. A Republican who takes a stand in favor of giving the Negro a break has to be prepared to be taken seriously. A Democrat—as long as the Solid South is with his party and as long as Southern congressmen feel they have to vote for white supremacy—can make the most extravagant promises without ever worrying that he may have to take the consequences.

Meanwhile the U.S. economy, which grew so strong during the war as to be at least temporarily impervious to misfortune, has been steaming along at such a fabulously prosperous rate that the tax burden required by the Fair Deal government as now constituted can hardly be felt—except by upper-bracket families which fortunately constitute only a minority of the voters. The nation is so rich and muscular that probably nothing proposed, done or left undone in Washington can seriously damage it right now. There will be one terribly important question, of course, for the historians to answer. As a result of the New Deal and then of the war, the U.S. government has become the biggest business in the world, except for the Russian government. It employs 2,100,000 civilians and 1,600,000 military men, and it spends \$45 billion a year. In such a giant establishment, whose results cannot be measured by any of the usual standards such as a businessman's profit-and-loss statement, there is terrific room for inefficiency, waste and error. It may be that the government has become much too big to be operated along the lines of a county courthouse, with the jobs going to friends and fellow politicians. It may be that the policies cannot continue indefinitely to be dreamed up by some planner in an FSA cubicle and then accepted because of vague goodwill or political usefulness.

How many bedfellows?

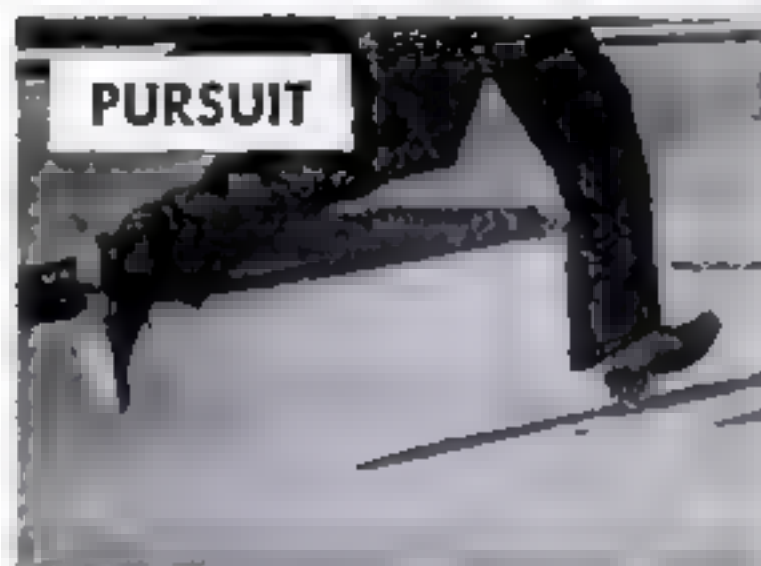
THERE is one even subtler question. For a long time there has been a high-level policy argument, between the theorists who incline to pragmatism and the theorists who incline toward idealism, about the merits of the U.S. two-party system. The pragmatists have said, "The system is wonderful. We choose our parties by accident of birth or by the friends we have when we are young. We don't pay too much attention to principle and statesmanship; we join all sorts of strange bedfellows and then concentrate on the business of administering government in what, considering human nature, is the most efficient way possible." The idealists have said, "That's all wrong. A political party should stand for something. It should band together people who have strong theories and strong principles, and will fight for them to the death." The pragmatists have answered, "But then we would have such violent swings as the victory of the British Laborites over the British Tories. One year the socialists would get control of the country and nationalize all



CHARLES BRANNAN

Nothing can sound so promising as something as yet untried.

PURSUIT



No fugitive, Des O'Neill had good reason for racing down Bayonne's main street last Friday at 5:50 p.m. Expecting company, O'Neill wanted to get several Pippin Rolls before the grocery closed. "This great Borden cheese—8 ounces of finest sharp natural Cheddar—is worth running after," says O'Neill. His guests agree.

MYSTERY

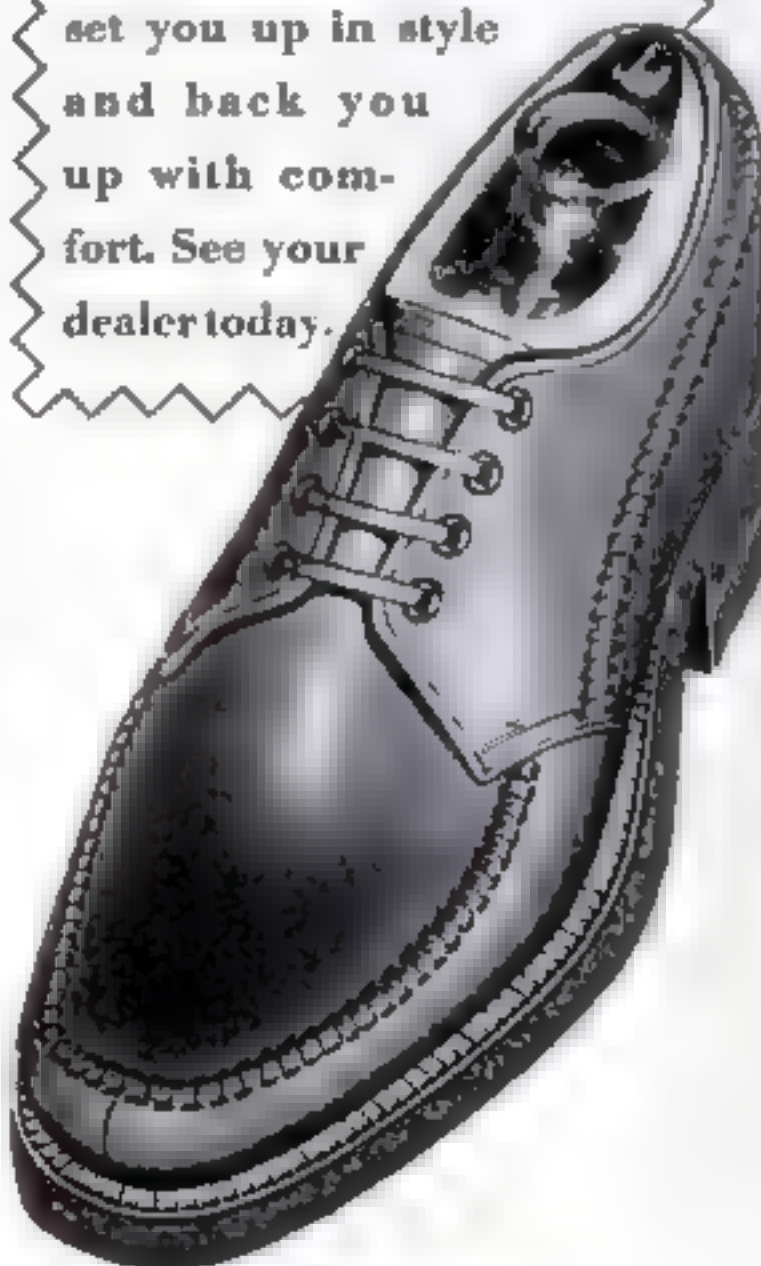


On October 18th, Mrs. Norman Robbins found out why Pippin Roll always vanished from her icebox before the hour for evening snacks. That afternoon she surprised her husband, just home from work, raiding the icebox. Few can resist the sharp, rich, satisfying flavor of this fine Borden Cheese. Buy plenty of it!

ST.B.G.

WINTHROP'S FAMOUS SLACK

Let Winthrop's Slack
set you up in style
and back you
up with com-
fort. See your
dealer today.



\$8.95 to \$15.95
(Some Higher)

Winthrop Jr.
for Boys
\$6.95 to \$8.95

WINTHROP
SHOES

WINTHROP SHOE CO.
Div. International Shoe Co. • Saint Louis

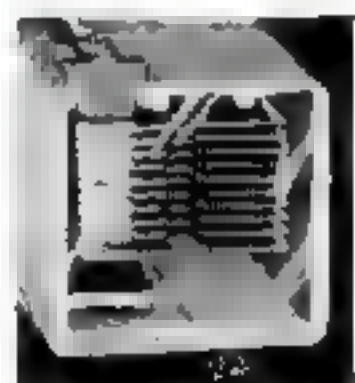
CONTINUED ON PAGE 112

**A FRESH BLADE IN A
FLASH!**

**A CLEAN SHAVE IN A
FLASH!**



NEW! GEM PUSH-PAK Ends Blade Unwrapping!



Exclusive 'window'
shows unused blades

GOOD NEWS for Gem users—new Push-Pak dispenses fresh, sharp blade in a flash.

FLOATS edges in air. They can't touch—no dulling contacts. Blades won't rust!

JUST PUSH the arrow—blades can't jam!

HEAVIER Gem Blades outlast all others—regardless of number of edges.

Push-Pak with 10 blades **49¢**



**RAZOR
with 10-Blade
PUSH-PAK
\$1.49 VALUE
98¢**

An A. S. R. Product

NEWLY ADJUSTED GEM RAZOR Gives Clean-Sweep Shave!

*Wonderful how a once-over can leave
your face so clean!*

ASTONISHING that a shave can be so gentle
and so fast!

THE SECRET is Gem's newly adjusted blade-
setting that compels the keen Gem Blade
to get whiskers at the base.

TWIST—Gem opens and loads in a flash!

TWIST—Gem closes! You're ready to shave!

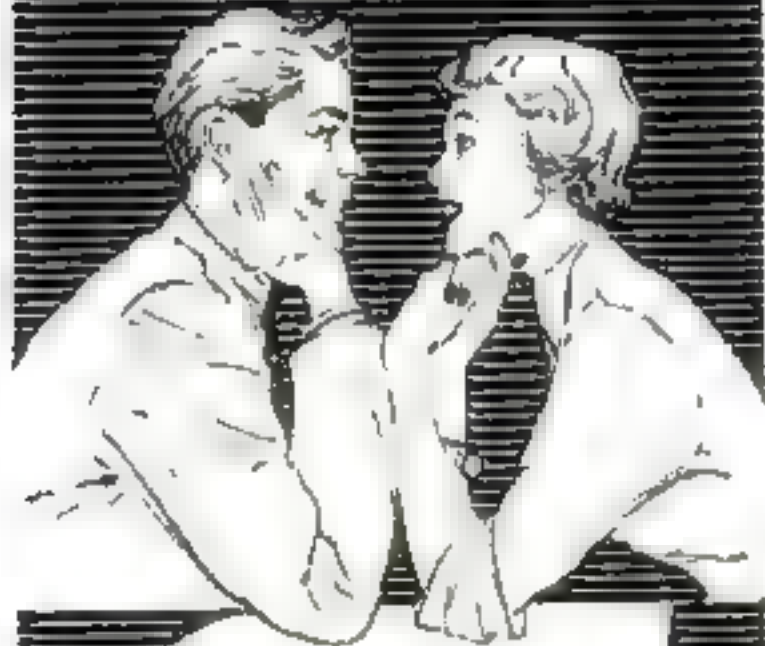
Switch to GEM and avoid '5 o'clock Shadow'

MONEY BACK GUARANTEE—Get this amazing, newly adjusted,
one-piece Gem Razor at any dealer. If it does not live up
to every claim—return razor and remaining blades in
original package to American Safety Razor Corp.,
Brooklyn 1, N. Y. and your money will be refunded in full!

GEM GUARANTEES

ONCE OVER...AND YOU'RE CLEAN!


A
**Squibb clean
mouth
has a
mint-fresh
breath**



Pleasant...
real mint for
taste and breath.

Gentle...
contains the finest
known polishing
ingredients.

Effective...
made with
antacid
magnesium
hydroxide.



industry, and then free enterprisers would come back and have to de-nationalize it again, and so on forever and ever." And the idealists have said, "But if you want to get something done, if you're really burning for your social theories, you have to get enough people together to do it." At that point the pragmatists have gained the last word up to now by suggesting, "Supposing the other side wins the election. What do you do—migrate?"

In a way Harry Truman has benefited from this argument. He and his friends and his planners may not even be aware of it, but there are a great many advocates of the welfare state who will say, "I don't really believe that Harry Truman is a Fair Dealer at heart. But I know that he will pay more attention to my economic gods, like Keyserling, than Tom Dewey would have." And there are many sophisticated free-enterprisers who feel that Harry Truman, whatever he says in his speeches, is the best President possible at the moment. These people will say, "If we're moving toward statism, it's a lot better to have the move made by a Truman—surrounded and slowed down by Snyders, Sawyers and Tom Clarks—than by a really radical fellow like Henry Wallace."

The question here is how thin a political party can spread itself. Until Harry Truman and his various old cronies, new thinkers and political alchemists put the idea together, nobody ever believed that you could simultaneously appeal to John Snyder's banker friends and the detachable fringe of Henry Wallace's following. Last summer there was a remarkable dinner in Washington in honor of Speaker Sam Rayburn, that fine old Texas Democrat. The dinner was given by Congressman Frank Boykin of Alabama, a lumber and real-estate man who owns several million dollars. Everybody from Congress was there, a good part of the diplomatic corps and many top industrialists and bankers, all rubbing elbows and having a wonderful time. There were the professional politicians like Rayburn and Vice President Barkley, talking about good-fellowship, the old American traditions and Jeffersonian democracy. There were Mr. Truman's businessmen-assistants like John Snyder, listening intently.


Yet on the morrow these men would go back to the halls of Congress and to their administrative desks and give their all for Fair Deal policies which everybody knows they never thought up and probably do not fully understand or approve of. Looking around the room an observer might have been inclined to carry that paradox about Harry Truman—does he mean what he says or mean his appointments?—one step further. Do Barkley and Rayburn mean what they say about Jeffersonian democracy or what they say about the welfare state? Does John Snyder mean what he has apparently thought all his life? Does anybody in the Administration mean anything? How good can you get at machine politics—at joining everybody from the far left to the far right into one big happy vote-getting family—before your machine becomes a monster and politics loses all rhyme and reason?

But all this is a matter of the future. It has nothing to do with the 1950 or 1952 elections—and as far as anybody can make out, nobody in Washington is thinking very far past '52. It is another tenet of the political machine that elections have to be won one at a time.




ALL IS HARMONY at the year's biggest dinner. Southern Host Frank Boykin (seated behind microphone) even forgives Truman for civil rights stand.


*I knew
meat
was good*



*but did
you know
it was
this good?*



MEAT					
as a source of protein, B vitamins and iron					
All ratings based on cooked values					
MEAT	COMPLETE PROTEIN	B VITAMINS		IRON	PROTEIN
		THIAMIN (B1)	RIBOFLAVIN (B2)		
POULTRY	E	E	F	E	E
BEF	E	F	E	E	E
LAMB	E	F	G	E	E
VEAL	E	G	G	E	E
VARIETY MEATS	E	E	E	E	E
BAKED "MEAT"	E	G	G	G	E
E=EXCELLENT G=GOOD F=FAIR					
All meats also contain the minerals copper and phosphorus in significant quantities.					



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

T-N-T
POPCORN
for little "goblins"



DOCTORS AGREE MENTHOL IS IMPORTANT IN RELIEVING COLDS



LUDEN'S CONTAIN MORE MENTHOL THAN ANY OTHER COUGH DROPS

Try the extra menthol in Luden's Cough Drops. See how quickly you get relief. Buy a pack today.



LUDEN'S MENTHOL COUGH DROPS

5¢

NEW! Smart idea!

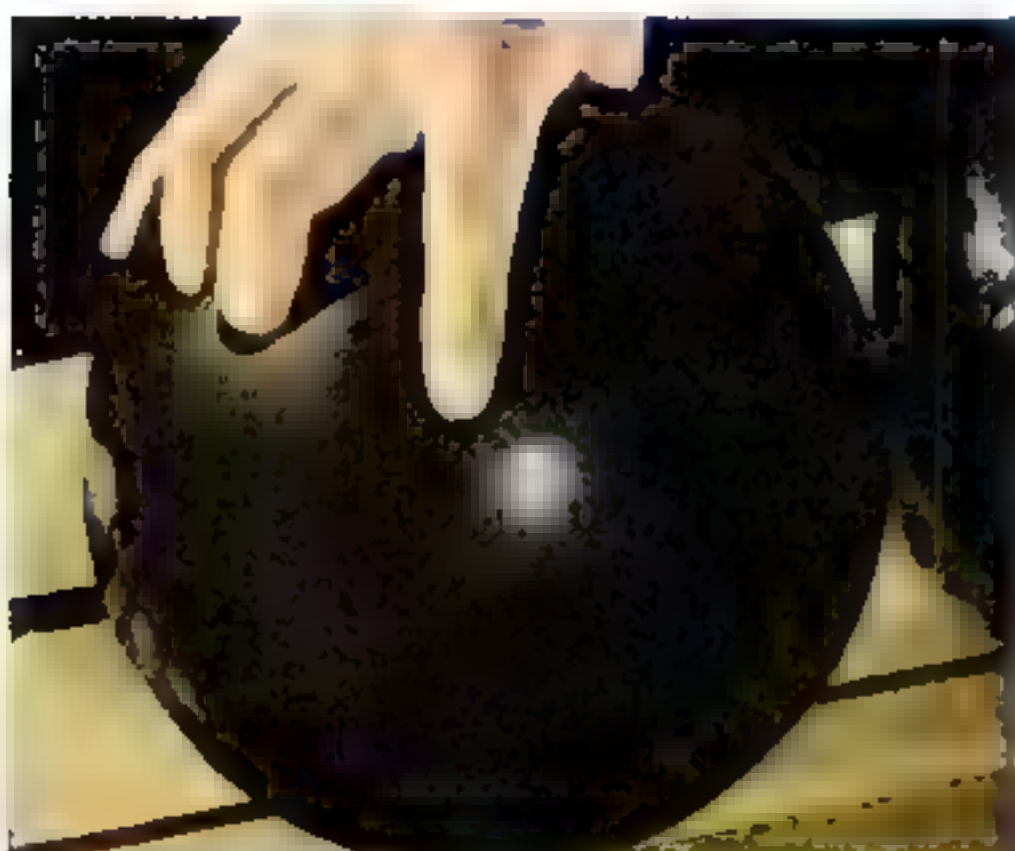
COTTON PICKER®
Cosmetic Cotton

For home permanents, cosmetics—gives you clean cotton as you need it! Special top holds wave lotion. Get it today.

A CURITY Product
(BAUER & BLACK)

Division of The Kendall Company, Chicago, Ill.

Here's how... Connie Schwoegler rolls a Smooth strike



1. Smooth New "Fingertip-grip" is an innovation of Connie Schwoegler, twice world's Individual Bowling Champion. In Schwoegler's ball, fingers fit only to the first joint. The wider span of the hand with this ball makes it easier to control, easier to send it hooking smoothly into the one-three pocket for a strike or for those all-important spares.



2. Smooth Footwork is a secret of Schwoegler's graceful 5-step delivery. Here, in his fourth step, he starts down-swing, begins to impart a smooth turn to the ball. Smooth, by the way, is the word for Hamm's Beer. Hamm's smooth and mellow flavor has made it first choice of millions of highly discriminating beer drinkers for 84 years.



3. Smooth Delivery! Schwoegler applies hook by rolling hand over top of ball, thumb acting as pivot while fingers do the work. A bowler's bowler, he's rolled eight perfect 300 games. A connoisseur's beer, Hamm's gives perfect pleasure in those mellow moments when only the best is good enough. Hamm's is made for mellow moments.



4 "Here's How!" for Mellow Moments: Whether you roll 300 or 120, a foaming glass of Hamm's Beer makes it a perfect game. Hamm's is smooth and mellow—the beer for mellow moments when all's right with the world. But words can't tell you how smooth and mellow Hamm's Beer tastes. You have to try Hamm's to find out what you've been missing. Now, plant expansion makes this old favorite of millions more widely available, so try Hamm's. Take just one taste, a single taste! For mellow moments, "Here's How!" with Hamm's Beer!



THEO. HAMM BREWING CO.,
ST. PAUL, MINN.

Here's how...with
Hamm's Beer

Smooth and Mellow

Quick, quick miracles—every one a hit!



BUSY-DAY LUNCH... IN 20 MINUTES!

Spiced Ham Luncheon Dish. Prepare $1\frac{1}{2}$ cups Minute Rice as package directs. Meanwhile, cook a cup of quick-frozen peas. Sauté till brown in 2 tablespoons butter a 12-oz. can of spiced ham, cubed, and 2 tablespoons chopped onion. Blend in $1\frac{1}{2}$ tablespoons flour. Add $1\frac{1}{2}$ cups milk, gradually. Stir constantly. Cook over medium heat till smooth and thickened. Add rice, peas, $\frac{1}{2}$ teaspoon salt, $\frac{1}{8}$ teaspoon pepper, $\frac{1}{4}$ teaspoon Worcestershire sauce, and heat thoroughly. Serves 4... a zesty, economy meal! And quick, quick, quicker than you could get with any regular rice!

"KEEN" DISH FOR KIDS... IN 16 MINUTES!

Tomato Rice. A rosy, appetizing dish for 4... on the table in jig-time because Minute Rice is pre-cooked. Sauté $\frac{1}{4}$ cup finely diced onion in 2 tablespoons butter. Add 1 package ($1\frac{1}{2}$ cups) Minute Rice, 2 cups seasoned tomato juice, $\frac{1}{2}$ teaspoon salt, dash pepper, $\frac{1}{2}$ teaspoon sugar. Bring to full boil, remove from heat, cover, let stand 10 minutes. Serve with crisp bacon. Then watch everybody go for the flavor that only Minute Rice can give!



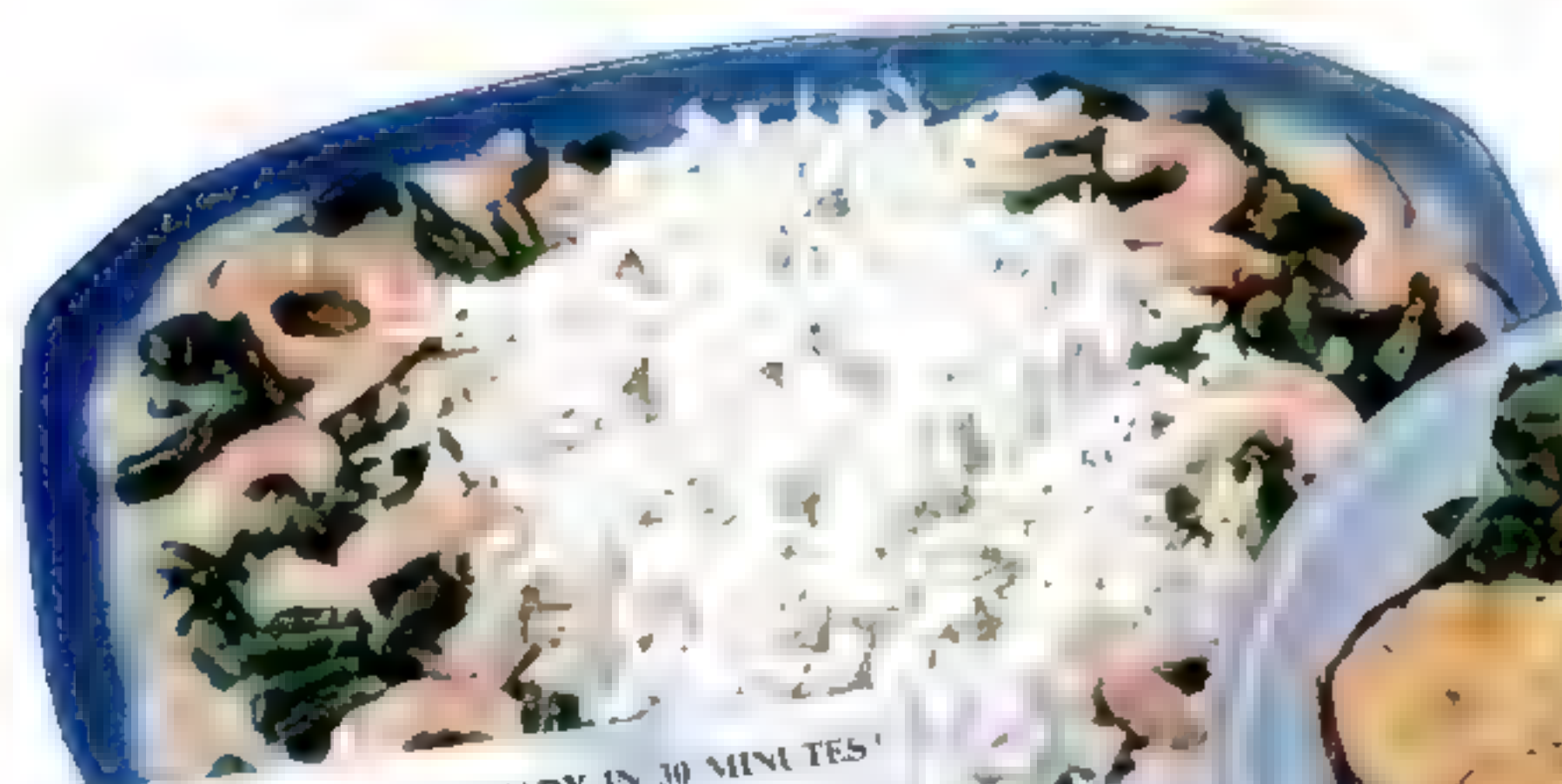
AMAZING NEW RICE DISCOVERY

makes cooking quick!
Easy! Failure-proof!

- ★ NO WASHING!
- ★ NO RINSING!
- ★ NO DRAINING!
- ★ NO STEAMING!
- ★ PERFECT RICE EVERY TIME!

All you do is bring Minute Rice to a boil! And you get tender, snowy, fluffy rice—makings for a hundred exciting meal-ideas.

Or, if you use a flavorful liquid, Minute Rice absorbs *all* the liquid and flavor—even the tempting color! This new Minute Brand product is so wonderful, you'll want to serve it often.



EASY 'N' ELEGANT! READY IN 30 MINUTES!

Shrimp with Beans, Chinese Style. You'd never call this exotic company dish a hurry-up job... with old-time rice! But with Minute Rice—it's a razzle dazzler! Just cook 1 package ($1\frac{1}{2}$ cups) Minute Rice as directed. Meanwhile, cook quick-frozen beans. Then sauté $1\frac{1}{2}$ cups cooked shrimp, $\frac{1}{2}$ teaspoon grated onion in 4 tablespoons butter. When lightly browned, add $\frac{1}{4}$ teaspoon salt, $\frac{1}{4}$ teaspoon pepper, 1 cup chicken bouillon. Bring to a boil, thicken with 1 tablespoon cornstarch blended in $\frac{1}{4}$ cup cold water. Add beans and serve on the rice with soy sauce. Serves 4.

YUM-YUM DINNER... IN 14 MINUTES!

Consommé Rice with Salmon Steak. Combine $1\frac{1}{2}$ cups Minute Rice, a 10 $\frac{1}{2}$ -oz. can condensed consommé and $\frac{1}{2}$ cup water in saucepan. Bring to full boil, remove from heat and cover. While it stands 10 minutes, broil salmon steak and prepare tomato-water dress salad. Season and serve a luscious meal for 4. In fact, it's super-luscious... because Minute Rice "drinks in" all the flavorful consommé... a taste thrill no other rice can boast.



For tastier,
quick-quick meals

MINUTE BRAND **RICE**



A Product of General Foods





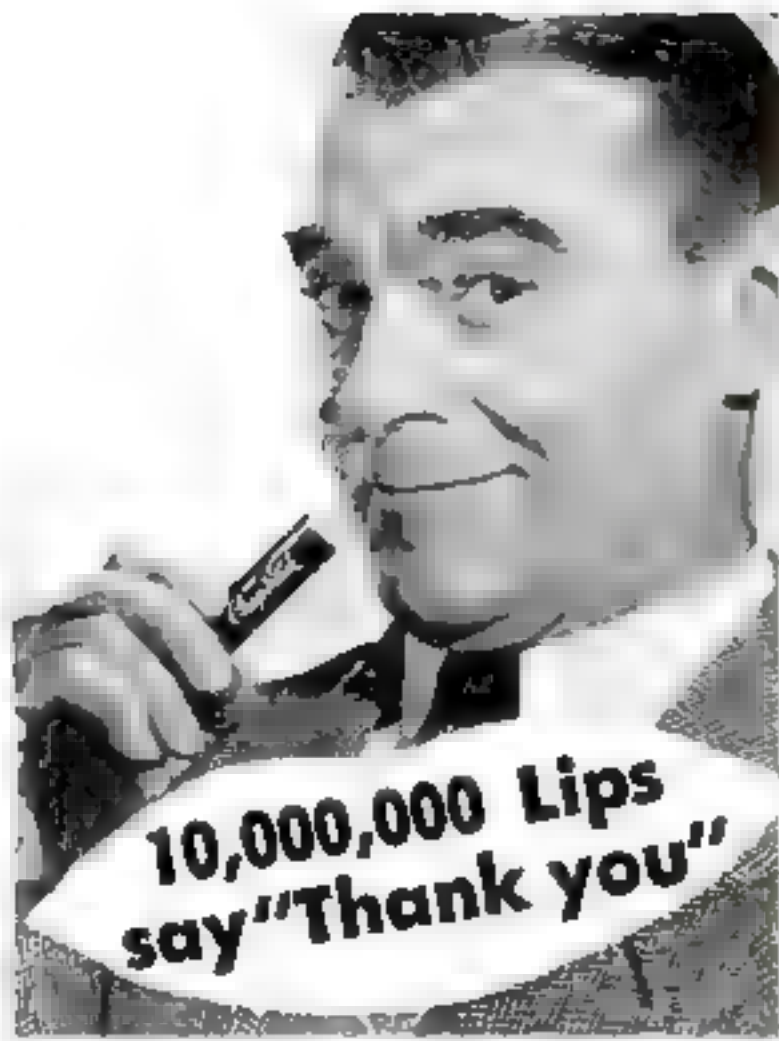
DANCER SHEILA BOND WAGGLES A WICKED KNEE IN THE NEW TELEVISION REVUE'S BIGGEST AND FLASHIEST PRODUCTION NUMBER, CALLED "TENNESSEE FISH FRY"

NEW "INSIDE" JOB

Third version of "Inside U.S.A." seems too big for TV's britches

Last year John Gunther, the biggest inside man in the U.S.A. (*Inside Europe*, etc.), sold the title of his latest inside job, *Inside U.S.A.*, for a hit Broadway revue which had nothing to do with his book. Now the title is being used again for a new television show which has nothing to do with either the book, the revue or Gunther. This version of *Inside U.S.A.* (CBS-TV, alternate Thursdays) marks the most ambitious and costliest (about \$25,000) attempt yet by a Broadway showman. Composer-

Producer Arthur Schwartz, who put on the stage version—to apply Broadway techniques to a TV show. His Broadway touch provides most of the TV show's merits—and faults. It gives the show pace, adult humor and a high professional shine. But it also leads to production numbers which overwhelm small viewing screens. Said the New York Times's Jack Gould, "The viewer can only be patient while amateurs from Broadway learn the new trade. . . . TV ought to establish entrance exams."



'CHAP STICK' is the overwhelming choice of young and old for chapped, cracked lips. When wind and cold rough up your lips, use 'CHAP STICK' quick and get soothing, smoothing relief. Be sure to ask for 'CHAP STICK' because it is specially medicated, and the only antiseptic lip balm. Handy pocket size—Easy to apply—longer lasting in results. Buy 'CHAP STICK' for every member of the family. Their lips will thank you.



Your hands need 'Chap-ans'

'CHAP-ANS'—it's new—it's different. A hand cream made especially for men—medicated for men—scientifically formulated to relieve chapped, chafed hands. When water, dirt and weather cause those rough fingertips and red, sore knuckles, try 'Chap-ans'. Refreshing, antiseptic, swiftly absorbed and wonderfully effective.



AT A CROWDED REHEARSAL bent-over Dancer Bond listens to lyrics for *Tennessee Fish Fry*, a song which Producer Schwartz (left) wrote himself.



IN EMPTY THEATER Miss Bond shakes shapely leg for Schwartz. Revue took two months to cast, audition and rehearse, which is a long time for TV.

You're looking at a shaving "miracle" by **Courtley**
WORLD'S FINEST MEN'S TOILETRIES



WORLD'S FINEST
AFTER SHAVE LOTION
\$1 PLUS TAX
Large 6 oz. bottle

Just one dash of this wonderful lotion will convince you it's the world's finest. Feel refreshed, toned up, instantly. The distinctive Courtley fragrance will delight you... and others too! Top off your shave with the "tops". Other Courtley toiletries for men from 50¢ to \$175. (plus tax)

COURTLEY, LTD., New York • Los Angeles

CAN'T SLEEP
DUE TO A
NASTY COLD?



QUICK RELIEF

is yours... from the awful miseries of headache, nasal stuffiness, feverishness, aching muscles and sluggishness... when you take famous Grove's Cold Tablets!

BREATHE EASY

Only genuine Grove's Cold Tablets bring you wonder-working *Hyoscyamus* for relief of nasal stuffiness... in combination with seven other active medicines (including a mild laxative) that work fast to ease other cold miseries, too!



CONTINUED ON PAGE 112

*"We're raising our kids
in the Country!"*



Gordon Sauerbrun is a draftsman, working in Teterboro, N. J. But he lives in the country with his family. STEEL and the automobile are the primary reasons why he—and millions of others—can enjoy the advantages of working in industry and living in rural surroundings.

Gordon Sauerbrun was born and raised in a city. Eight years ago he bought a home in the country. "If it weren't for our car," he said, "I couldn't have bought a house out here. Fresh air and sunshine for the kids to romp in, a vegetable garden, lots of room and quiet. Believe me, that's nice to come home to."

Late last year Sauerbrun bought a new car for around \$2000. To make that same

car in 1910 would have cost \$60,000, using the tools, steels and methods of that period. Cars are within the price reach of the Gordon Sauerbruns today because of progress and competition—among automobile and accessory manufacturers, and among the nation's 247 steel companies.

Almost 1½ tons of steel are used in the average automobile, about 84 per cent of the car's total weight. That is an increase

of half a ton over 10 years ago. So much steel is used in automobiles because it is the best material for the job, and also because it costs less than any other metal.


The steel companies have done their share in making it possible for Americans to own 30,000,000 passenger automobiles—four-fifths of the world's total. This has brought better living for the Gordon Sauerbruns and millions of other families.

AMERICAN IRON AND STEEL INSTITUTE

Steel works for EVERYONE


350 FIFTH AVENUE, NEW YORK 1, N. Y.

America's Most Famous Coat



Look
for the Man in the
ALPACUNA*

You know him. He's that very well-dressed fellow you pass so frequently on the street... that close friend whose well-dressed appearance makes you wonder how he does it on his salary. You can't miss him... the man in an Alpacuna* is a standout in any crowd!



*ALPACUNA, a registered trademark, is not to be construed as describing fiber content. Contains no vicuña.

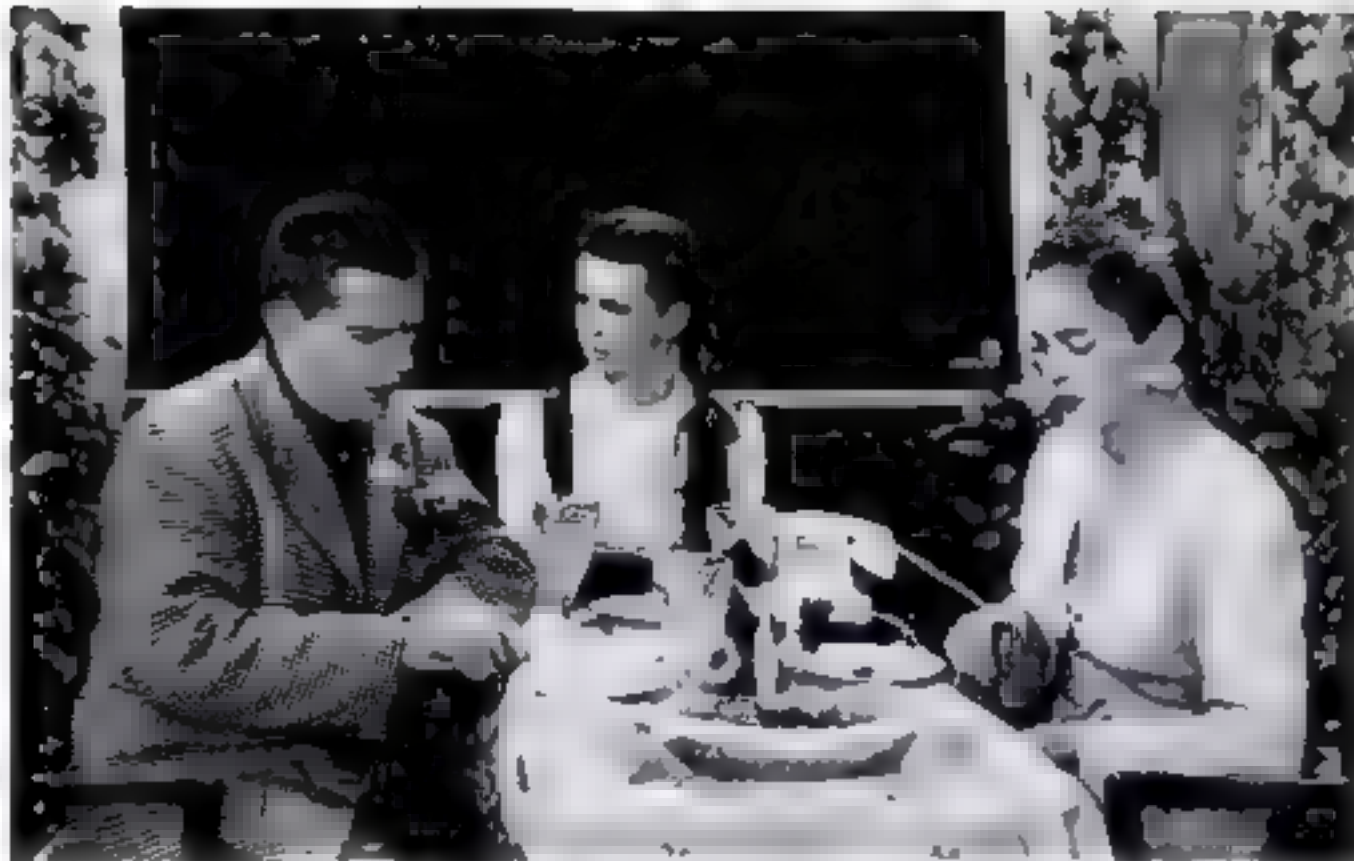
ALPACUNA* Imperial TOPCOAT . . . \$50
Shetlands, Tweeds, Herringbones, Cheviots, Saxons and the time-tested Alpacawool-and-mohair blend... in a great collection of patterns and colors.

ALPACUNA* Campaigner TOPCOAT . \$55
Fine Venetian Coverts, Glen Plaid and Tweeds. All the new Fall patterns and colors.

ALPACUNA* Campaigner OVERCOAT \$55
A soft, warm blend of Alpaca, mohair and virgin wool, expertly loomed on a long staple cotton back.

At Leading Clothiers and Department Stores
MADE IN PHILADELPHIA BY JACOB SIEGEL COMPANY
America's Leading Outercoat Makers

"Inside U.S.A." CONTINUED



MARGARET O'BRIEN as guest gets a lifelike part in a skit, with regular stars Peter Lind Hayes and his wife Mary Healy, about the serious troubles a hard-working child movie actress has disciplining her nonworking father.



RELUCTANT TROMBONIST in another skit is persuaded by coach of a college band (and a sexy coed) to play for old Ossawatimie where the band is all-important and football team merely plays during half-time intermission.



BACKSTAGE MESS occurred at a rehearsal when container of dry ice, used to make a prop coffee urn smoke realistically, slipped and splattered all over the stage. Show has a big 50-man staff, uses \$2,000 worth of sets and costumes.



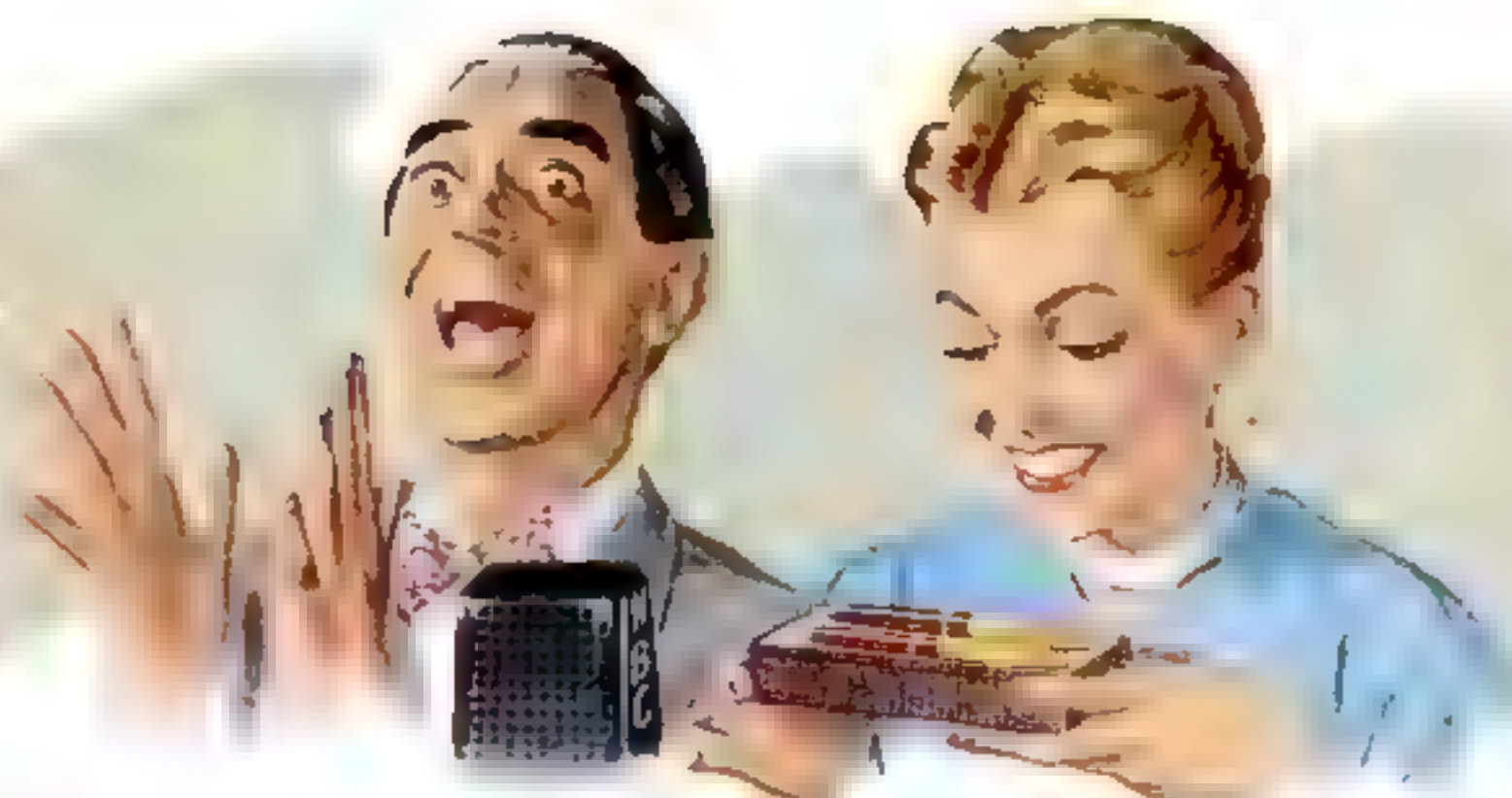
For Men of Distinction... LORD CALVERT

Men of Distinction are outstanding in two important respects. They are men of moderation and discriminating taste. Naturally, their choice is Lord Calvert...so rare...so smooth...so mellow...so distinctively light, that it has earned the loyal patronage of men who want the best when they drink.

MR. BRADSHAW CRANDELL, distinguished illustrator and portraitist, has done cover illustrations for almost every magazine in America and many abroad. In recent years he has devoted an increasing amount of time to portraiture.

LORD CALVERT IS A CUSTOM BLENDED WHISKEY, 86 & 8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY

You Asked For It
America!
Here It Is!



TUNE IN
EDDIE CANTOR
Star of
"Take It or Leave It"
Sunday Night—NBC

A Superb Pen and Pencil Set At a Down-to-Earth Pre-war Price!



Only Pen Tested and Approved by United States Testing Co.
For its Excellent Craftsmanship and Writing Qualities!

You haven't seen value like this *since pre-war days!* You won't get value like this *today* from anyone *except* EVERSHARP!

Imagine! The pen has a *large, 14-karat gold point* that assures unbelievable writing smoothness. EVERSHARP'S famous Magic Feed prevents flooding or leaking even high in a plane . . . insures instant flow the moment pen touches paper. *It's the only pen tested and approved by the United States Testing Company!*

And talk about beautiful styling! You get a gold-colored cap and a rich, harmonizing plastic barrel in your choice of glistening colors . . . Black, Blue, Green, Dubonnet.

Here is the set you've long wanted—at a real, down-to-earth price *only \$5.00**—for both pen and smart, matching pencil! Here is a set you'll be proud to own—proud to present as a gift. Buy EVERSHARP'S wonderful new \$5.00 set—*today!*

*Pen alone—\$3.75; Pencil—\$1.25. Other superb Eversharp Sets are priced at \$8.75, \$12.75 and \$18.75.

Give **EVERSHARP** *—and you give the finest!*

© 1949, Eversharp, Inc.



DIRECTOR GIRARD SITS IN 1849 SPRING CHAIR, BEHIND THE AUTO JUMP SEAT AND CANTILEVER CHAIRS THAT EVOLVED FROM IT

Exhibition of useful objects

They are inexpensive and beautiful

Last month the biggest and probably most carefully presented exhibition of useful objects ever seen in the U.S. opened in Detroit's Institute of Arts. Originated by Architect Alexander Girard, it presented more than 3,000 items that pertain to contemporary home life, each functionally handsome, each in production and most of them moderately priced (pp. 120, 121). They were displayed in a huge room which visitors (who by last week totaled 64,000) entered only after first seeing some historical panels which seemed especially heartening at a time when Russia is claiming credit for inventing the submarine, the airplane and Coca-Cola. These panels showed how such 19th Century U.S. devices as the steel spring seat (*above*) and pressed veneers (plywood) were subsequently borrowed by European designers for modern furniture designs—to be presently reborrowed by the U.S. as excitingly "foreign."

After the display of objects came rooms designed by modernists like Charles Eames, Florence Knoll, George Nelson. Most visitors, somewhat awed, left with the feeling that native design had come a long way since 1925 when the U.S. declined to exhibit in a Paris show on the grounds it had "nothing to contribute."



STEINBERG MURALS on view inside the exhibit poked sly fun at U.S. decorative habits, were repeated in part on the signs outside announcing the show.



THESE ARE 52 OF THE HANDSOMEST, LESS

The numbered items above were selected from the Detroit exhibit by LIFE for a photograph and are listed with their manufacturers and prices (which depend somewhat on locality): 1—Electric fan, Westinghouse, \$29.95. 2—Glove drier, Lee-Rowan, 39¢. 3—Glass flask, Corning Glass, 53¢. 4—Swedish old-fashioned glass, Bonniers, \$1.50. 5—Old-fashioned glass, Steuben, \$8.34. 6—Highball glass, R. F. Brodegaard, \$1.50. 7—Molded tumbler, Libbey Glass, 11¢. 8—Chromium-plated skimmer, Irvin Ware, \$1.59. 9—Double eggcup, Viking Glass Co., \$1. 10—Italian wineglass, House of Italian Handicrafts, \$1. 11—Ladle, Irvin, \$1.98. 12—Transparent lighter, Ritepoint, \$3.75. 13—Fork, Irvin, \$1.19. 14—Swedish glass bowl, Brodegaard, \$12.50. 15—Glass ashtray, Cambridge Glass, nest of three, \$2.98. 16—Plastic

and metal egg beater, Maynard Mfg. Co., \$2.95. 17—Pitcher, Bonniers, \$6. 18—Coffeemaker, Chemex, \$6. 19—Child's chair, Herman Miller, \$5. 20—Toilet seat, Columbia Proteksite Co., \$2.98. 21—Clay flowerpot, Glidden Co., \$2.20. 22—Plastic canisters, Republic, \$2.95. 23—Limoges china, Mayhews, \$10. 24—Mahogany bowl, Prestini, \$75. 25—China, Iroquois, 80¢ to \$1. 26—Walnut salt shaker, pepper mill, George S. Thompson, \$10.75. 27—Steel mixing bowls, Carrollton, \$20.30 for set. 28—Cup and saucer, ribbed plate, General American Transportation, \$1.85, 95¢. 29—Stainless steel pail, Vollrath, \$12.80. 30—Clock, Westclox \$4.50. 31—Steel tumblers, Vollrath, \$1.60 each. 32—Steel pitcher, Vollrath, \$3.95. 33—Magnesium flower cutter, J. Wiss, \$2.95. 34—Dog collar, Hungerford Plastics, \$1.50.



REMINDER BIRD'S thin vibrating wire waves reminders at its owner. Design Development, \$7.50.

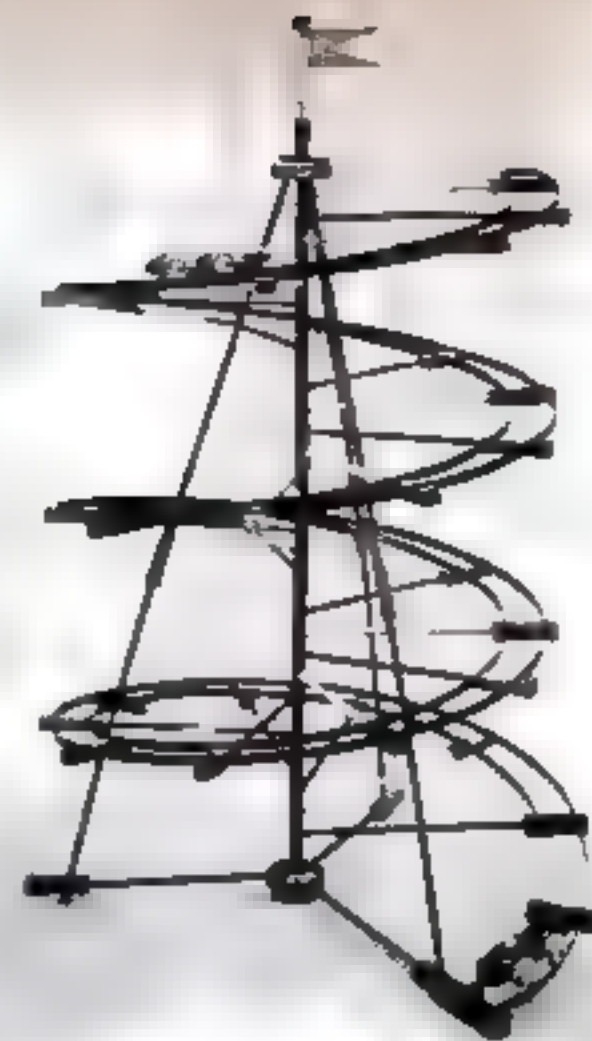


EXPENSIVE OBJECTS

35—Electric plug-in lunch box, Electrolunch, \$9.95. 36—Aluminum briefcase, Halliburton, \$29.50. 37—Wood toy, Holgate, \$2. 38—Toy autos, Skaneateles Handicrafters, \$1 a set. 39—Dum Bel rattle, Holgate \$1. 40—Stainless steel spoon, Bonniers, 40¢. 41—43—Garden tools, Markle Featherlite, 10¢ each. 44—Aluminum mousetrap, Geniv Michigan, 49¢. 45—Steel-aluminum hunting knife, Gerber, \$1.00. 46—Stainless steel knife, fork and spoon which clip together, Gense, \$3. 47—Electric plug (picture at right), Thivo Electrical, 17¢. 48—Unbreakable rattle, Playskool, 50¢. 49—Snapholder, Columbus Plastic Inc., 25¢. 50—Plastic fishing float, which adjusts to length of line, Ed Lane Co., 50¢. 51—Twine container, Rochow Swirl Mixer Co., 75¢. 52—Flybox that holds flies with magnet, Charles F. Orvis, \$5.50.



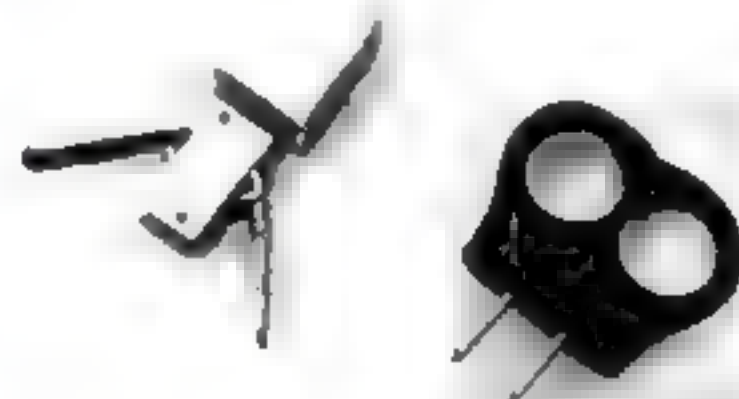
ASHTRAYS of pottery have many slots for cigarettes and come in nests of three, Gastin, \$7.50 a set.



SPIRAL SPEEDWAY can be assembled to 40-inch height. Toy autos speed down it. J. B. Miller, \$2.98.



TRAVEL IRON weighs only 2 pounds; the handle folds forward for packing. General Electric, \$7.98.



ELECTRIC PLUG at left can be wired without any tools—Academy, 15¢; one at right has finger grips.



FAN has three speeds, can be tilted and has aerodynamically designed hood. O. A. Sutton Co., \$49.95.



EMERGENCY CAR LIGHT uses a cigar-lighter socket, gives work light, red signal. Luma-Nite, \$4.95.



IN THEIR OLD-FASHIONED NEW ORLEANS OFFICE BROKERS ANDREW STEWART MESSICK SR. AND JR. WORK UNDER TWO PORTRAITS OF THE FOUNDER OF THE FAMILY



IN TRADING RING with older brokers Andy speaks right up. Father bought Andy exchange seat July 29.

YOUNGEST COTTON BROKER

At 19 Andy Messick finds a future in futures on New Orleans exchange

At an age when most boys are more interested in doping out football scores than in analyzing commodity indexes, Andrew Stewart Messick Jr., 19, has a toe hold in one of the world's most complicated professions. He is the youngest cotton broker ever admitted to the select circle of traders in the frequently feverish ring (left) of the New Orleans Cotton Exchange.

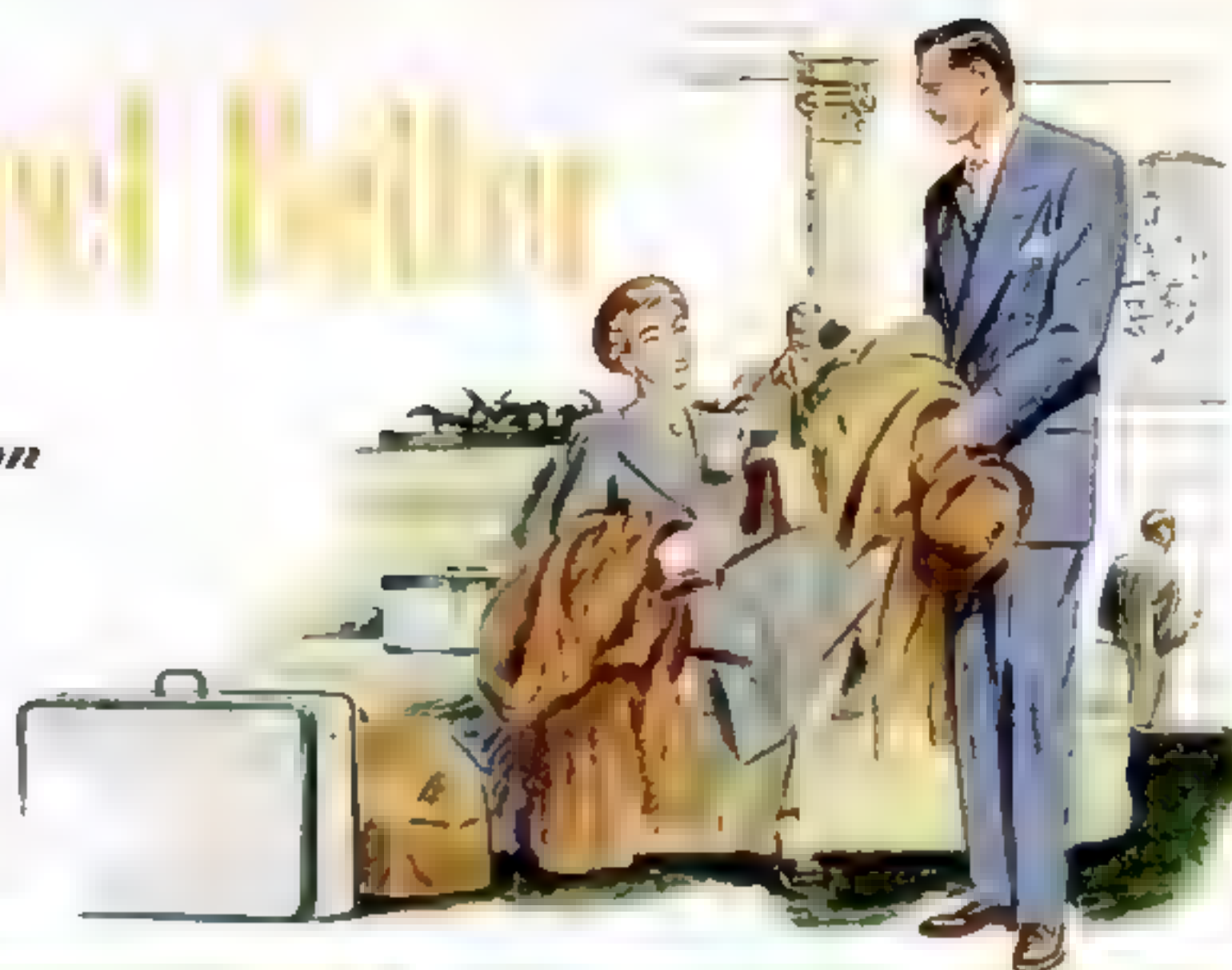
Andy was allowed to take his place on the floor only after being "emancipated" by a Louisiana court, so that the cotton-futures contracts that the underage broker made would be legally bind-

ing. In many ways he is a typical teen-ager, fond of water-skiing, tennis, football, poker and teen talk. And in a field that requires more snap judgments than quarterbacking does, he has a lot to learn; the other day in reading a teletype message he made a mistake that cost his father \$1,000. As yet Andy does not take part in the hectic trading of the final minute in the exchange day, when it takes a seasoned trader to watch all his rivals and do his own rapid-fire bidding. But his father says the studious, teetotaling Andy, now making only a nominal \$25 a week, has a real future in futures

CONTINUED ON PAGE 123

Look Smarter • Feel Better

Why more men choose
Jarman shoes every season



LEFT: Style 5704. The classic, distinctive "Continental" straight tip blucher in finest calfskin.

CENTER: Style 5139. Wing tip bal in "Gunstock Brown." Thick soles. Also 5705 in "Brown Scotch Grain."

RIGHT: Style 5137. Jarman's newest! "Moc Son" blucher in "Gunstock Brown." Note the double deck welt.

Luxury styling at its best

Jarman Continental

As masculine as a briar pipe, decidedly ultra-smart and comfortable Jarman "Continental" capture the newest European style influence. Note the bold, wide, strongly-stitched sole extension carried completely around the heel.

\$995 to \$1495

Most Styles

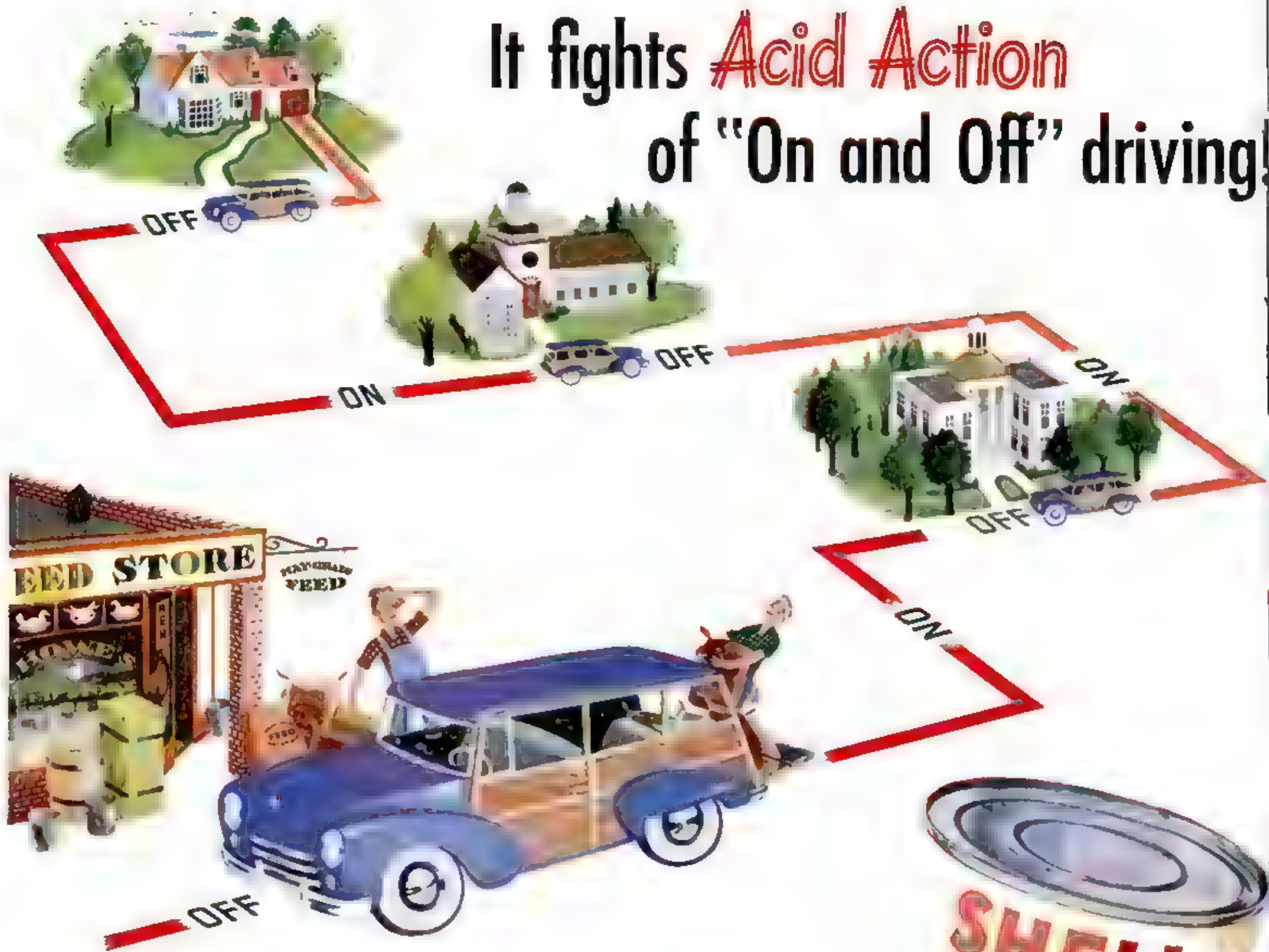
Luxurious styling and exceptional comfort are provided in the newest Jarman patterns to make you *look smarter* and *feel better*. Because they are finer shoes in every way, Jarman's are the choice of more and more men throughout America every season. Fashioned by skilled craftsmen of plump, mellow leathers in sparkling rich tones, Jarman's meet the most exacting requirements for smooth finish and long wear. And in each pair you are assured Jarman's famous *friendliness of fit*, the gentle, foot-snugging comfort that's yours the instant your foot slips into a Jarman shoe. For a new measure of walking pleasure, see your local Jarman dealer. Try a pair *today!*

JARMAN SHOE COMPANY, NASHVILLE, TENN.  DIV. OF GENERAL SHOE CORPORATION

1924 • Our First Quarter Century of Progress • 1949

Change now to Shell X-100

It fights **Acid Action**
of "On and Off" driving!



Unique "X" Safety Factor in Shell X-100
Motor Oil counteracts Acid Action...
major cause of engine wear

You may have thought it's friction that causes the most engine wear. Now it is known that this is *not* so!

It's *Acid Action*—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to the school, to the library, to the store—your engine is intermittently "On and Off"... runs for brief periods of time only. Hence it seldom warms-up to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting *Acid Action* that accounts for up to 90% of your engine's wear!

Shell Research worked all out on this problem... developed a unique "X" safety factor to combat *Acid Action*. Now, 2½ million miles of road testing—and millions of miles of use by motorists—prove conclusively that with this "X" safety factor *Acid Action* is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.



It's Incomparable!

MESSICKS PAST AND PRESENT

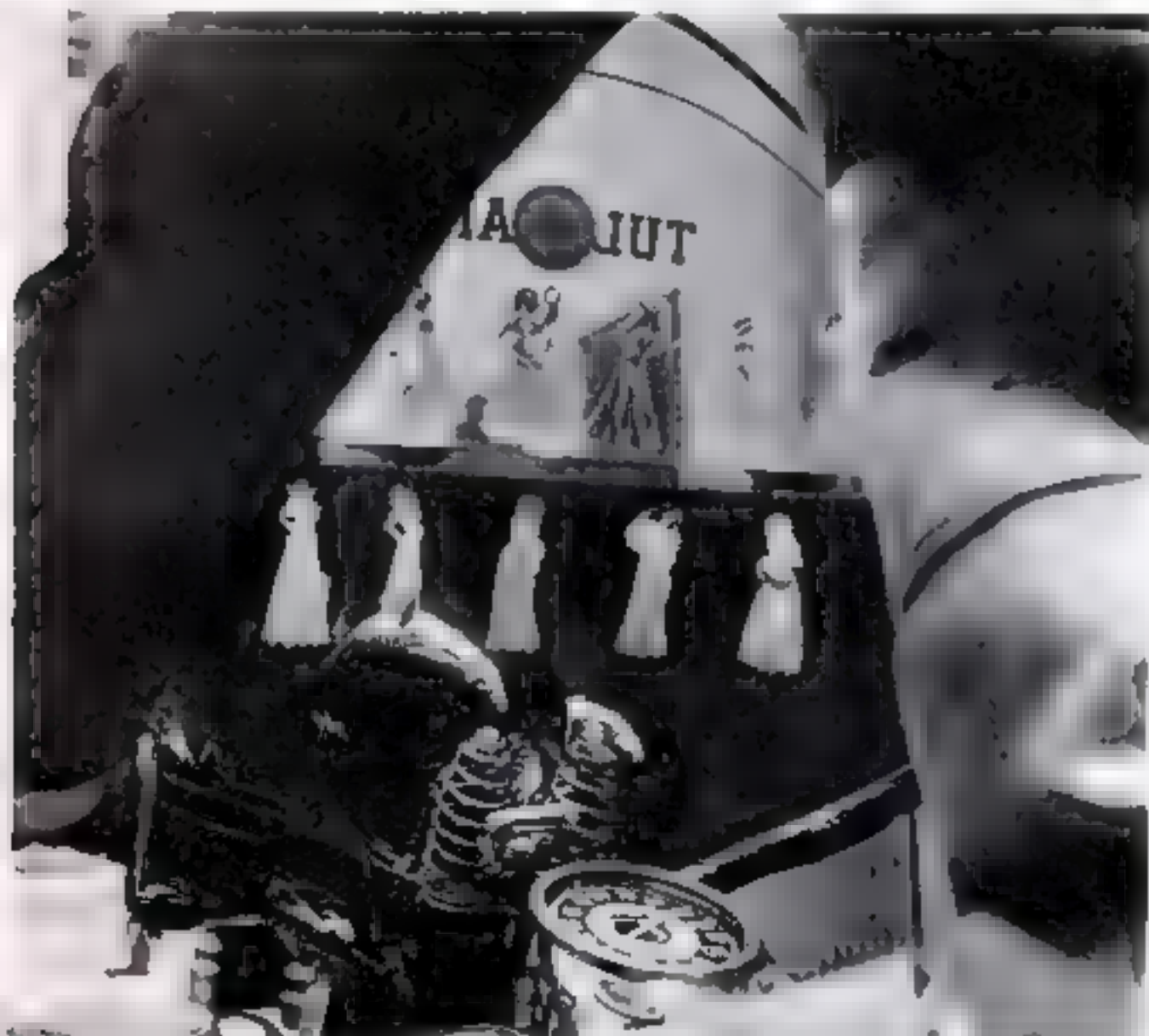
Tradition counts heavily in New Orleans and Andy's father saw no reason to delay unduly his son's entry into the family's traditional line of work. Descendant of two Confederate officers, Andy lives in a typical mansion in the city's garden district, with a family that belongs to the most exclusive Mardi Gras organizations. His grandmother (right), Mary Stewart, in 1895 was queen of the Mardi Gras carnival, pinnacle of social honors for a New Orleans girl. In time Andy might even be the family's fourth president of the Cotton Exchange. Meanwhile his life still has its lighthearted touches (below).



GRANDMA WAS MARDI GRAS QUEEN



FROM FRONT the windshield of the motorcycle on which Andy put-puts to work appears to be emblazoned with more or less sedately gowned pin-up girls.



FROM BEHIND Andy sees somewhat more of the girls. The Tulane University emblem is just for effect; Andy went right into business from high school.

ALBA

Presents the *NEW*
Multi-twist
15 DENIER NYLON STOCKING

Research has developed a
new technique of twisting the
single thread of nylon yarn
before knitting . . . to produce
a better stocking . . .

More Resistant to Snagging
No Shine . . . Duller
Finer Straight Seams

AFTERGLO . . . A DARK TAUPE
HICKORY . . . A NATURAL BEIGE
OAK . . . A MAHOGANY BROWN

61 GAUGE
15 DENIER

\$1.50

BY BETTER
STORES
EVERYWHERE

Someone is looking at your legs

PILOT FULL FASHION MILLS, INC., VALDESE, N. C.



To capture the atmosphere of aviation which forms the background of the Hart Schaffner & Marx advertisement appearing elsewhere in this issue, the artist, Tom Hall, made a special trip to the Chicago airport.

To get the details of the young man's suit which seems to be attracting interest in the foreground, the artist interviewed woolen buyers, stylists, and designers at Hart Schaffner & Marx.

We think that Mr. Hall has caught the subtle dash of this new and flattering fabric as well as the effect of fine tailoring and design. You will find these suits (exclusively) at stores that sell Hart Schaffner & Marx clothes. They are called Palette Tone Diagonals. You'll like the fabric, the cut, and the range of colors. And, as time goes by, you'll appreciate the way they wear.



NETTIE AND DUKE GREET GIPSONS BEFORE THE HUNT

Life Goes on a Coon Hunt

Two small boys take to the woods with "hound-dog man" Fred Gipson

On frosty autumn nights around the Texas towns of Art and Grit in Mason County the voices of hound dogs echo like Army bugles as they bell through the mesquite and cottonwood on the trail of a big, boar coon. This is the life for Arthur Fred Gipson, who grew up in the rolling, rocky countryside with one single boyhood ambition—to go on a real rip-snorting three-day coon hunt with a good hound-dog of his own. Gipson was 12 before he was allowed to go and 38 before he finally got around to putting down his love of hunting and dogs in a delightful and nostalgic book, *Hound-Dog Man* (Harper and



① COON IS FOUND HIDING IN A TREE, ITS FACE PICKED OUT BY GIPSON'S LIGHT



② MEN LEFT, HOLD BACK A DOG AS GIPSON STARTS TO REACH INTO TREE

⑤ WITH DOGS AFTER IT, COON RUNS UP ANOTHER TREE. GIPSON SHOOK IT OUT



⑥ COON, NOW IN WATER (BEHIND GRASS TUFT), STANDS OFF DOGS A MINUTE



Brothers, \$2.50), which hit the national best-seller lists early this year. It is the story of two small Texas boys who go on a glorious three-day hunting trip with their hero, Blackie Scantling, a shiftless, untamed, fiddle-footed woodsman.

As the sales of his book approached the quarter-million mark, Gipson decided that the very least he could do was to take his son Mike, 9, and his next-door neighbor Ken Alexander, 14, on their first coon hunt. At dark on a moonlit night the party started off—first the two dogs, Duke and Nettie, next the two boys, trotting along with scout knives and

flashlights, and finally Gipson himself. In half an hour the dogs picked up a trail and set off bugling through the woods. In another half hour they had treed a fat coon in a hollow trunk. Then the real excitement started. As the boys and dogs went wild around the tree, Gipson chopped a wide hole in its base, gingerly reached in and pulled the coon out by its tail. The coon exploded into the dogs and boys, climbed a branch, then another tree, ducked into a deep pool of water. Here it put up a terrific fight, nearly drowned one of the dogs and eventually escaped. As it turned out, the only casualty was Mike.



OFF TO THE HUNT, GIPSON AND BOYS ADMIRE SUNSET



③ COON (CENTER) COMES OUT LIKE A SHOT AND BOTH DOGS START AFTER IT



④ AS DOGS JUMP UP TO GET IT, THE COON TAKES REFUGE ON A FALLEN TREE



⑦ MIKE IS BITTEN TWICE AND SNIFFLES WHILE GIPSON LOOKS AT HIS LEG



⑧ ANGRY COON TAKES LAST LOOK AT PURSUERS AND ESCAPES TO DEEP WATER

It's FALL...Time to Change your Oil Filter!

A refill now cuts repair bills later



MONEY-SAVING TEAM!
New oil and a Purolator
Micronic Refill to keep it
free from abrasives. Result:
top engine performance,
lower repair bills.

**DON'T TAKE A CHANCE,
TAKE A LOOK.** Sludge
and abrasives can play hob
with your engine, lead to
expensive repairs. Replace
that choked-up oil filter now!



**QUICK-CHANGE, SMALL-
CHANGE JOB.** Your service
station inserts a Purolator
Micronic Refill in a few minutes.
Traps out the abrasives, costs
only \$1.38 to \$3.*

● Your service station, garage, or car dealer inserts a Purolator
Micronic Refill in a matter of minutes. Costs only \$1.38 to \$3.* And
if your car is not equipped with an oil filter, \$6.50 or a bit more*
buys the best there is, a Purolator Oil Filter. Purolator Products,
Inc., Newark 2, N. J., and Windsor, Ontario, Canada.

*Depending on make of car.



Purolator
MICRONIC OIL FILTER
Clean oil - a clean engine -
lower repair bills

Coon Hunt CONTINUED

MIKE ALL RIGHT DESPITE A BITE



EXHAUSTED, MIKE SLEEPS IN CAR

Mike couldn't wait to tell his mother the whole story of how the coon bit him. This was how it happened, he explained. In the furious scramble, as the coon came out of the tree with Duke and Nettie after it, he somehow was caught in the middle. There was a whirl of claws and fur, and he suddenly felt a stinging pain in his ankle. Reaching down, he immediately felt another in his hand. Then realizing the coon had bitten him, he yelled, "The coon just bit me twice." His father glanced at the wounds, casually said, "You'll be all right," and crashed into the underbrush after the coon and dogs, leaving Mike alone in the dark. Mike had spent the day warming up for the

hunt by catching catfish and practicing with his air rifle, and after all the hiking this was almost too much to take. But he just sat quietly, and sure enough his father came back. Mike spent the rest of the night asleep in the car, and by the time he saw his mother he was prouder of his honorable wounds than Tom Sawyer of his bandaged toe. He had tooth marks on his hand and ankle. "He doesn't talk much about that hunt," his father says, "but I notice he keeps pestering me to go again."



SHOWING HIS WOUNDS, Mike points to his left ankle and says, "Look where that old coon nipped me." Father Gipson now looks properly concerned.



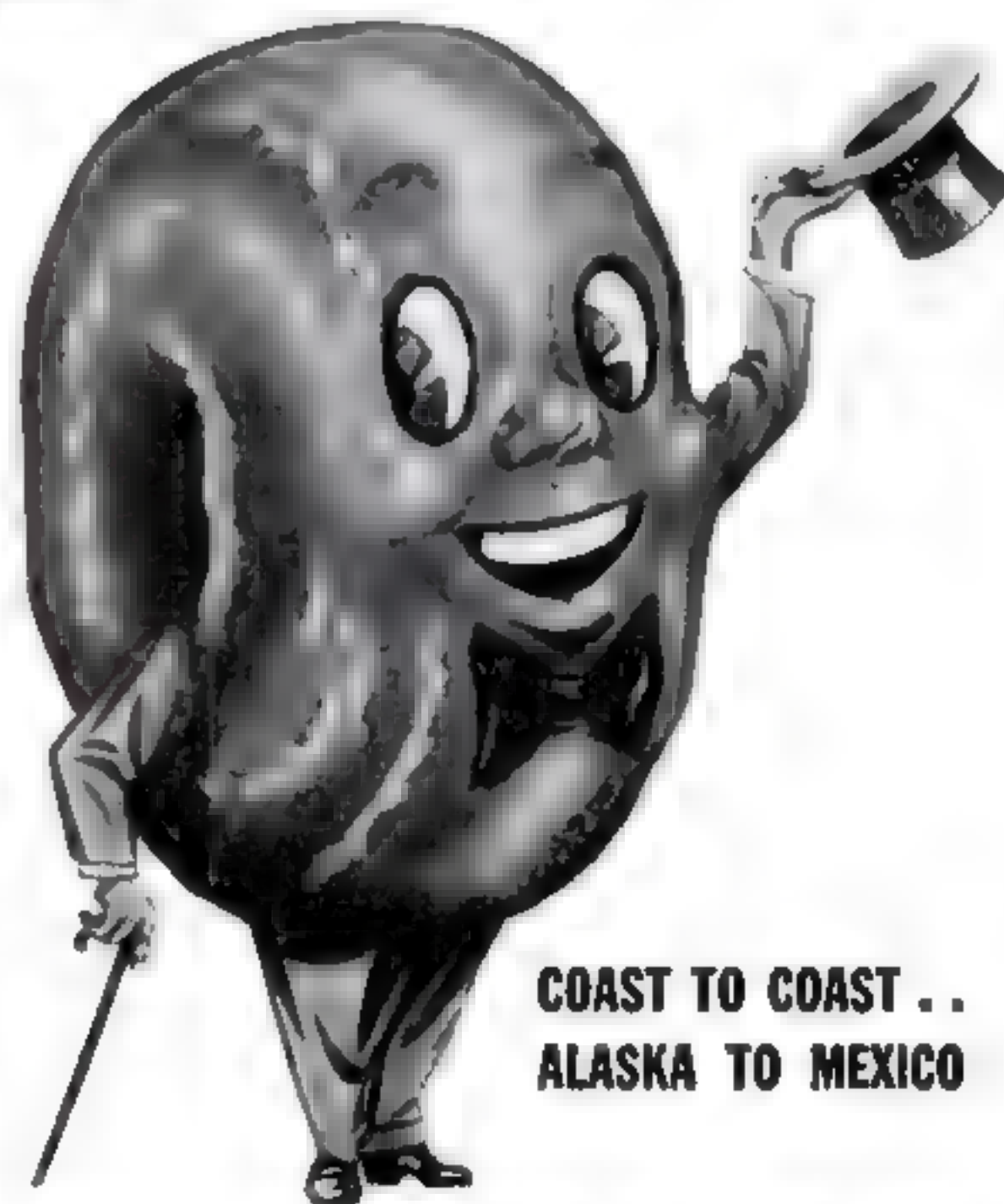
BACK FROM THE HUNT, Mike breaks into run when he sees his mother waiting at the gate. He yells, "Hey, Mom, we're back. We almost got a coon."



MIKE GETS HUG and kiss from mother. "She's too pretty to work," Gipsy wrote. "A little old girl like that a man ought to put in a picture frame."

**MORE AND MORE PEOPLE ACROSS THE NATION
ARE ACCEPTING THE CORDIAL INVITATION TO**

Meet Mr. Spudnut



**COAST TO COAST . .
ALASKA TO MEXICO**

SPUDNUTS*

America's Finest Food Confection

Made of the finest ingredients . . . cooked to a rich, golden-brownness in highest quality shortening . . . SPUDNUTS are light as the fluffiest cloud, vitamin packed, quickly digestible, a source of almost instant energy. Morning, noon or night as a whole meal, a dessert, a between-meals snack there's no treat like SPUDNUTS. The whole family loves 'em — they're perfect for parties! More than 250 franchised dealers throughout the nation are ready to serve you.



**See 'em made - - buy 'em hot - - and by the sack!
SOLD ONLY IN THE GENUINE MR. SPUDNUT BAG**

*What is a SPUDNUT? It's a delightfully different pastry food confection that will bring you a new, remembered eating experience! Buy a dozen at your dealer's today!



Exclusive Spudnut Franchises Available. Write **FRANCHISE DIVISION**, Pelton's Spudnuts, Inc., 1488 South State Street, Salt Lake City, Utah. Canadian Offices 1307 Burrard, Vancouver, B. C. Spudnuts — A tasty, Pelton pastry product, sold only by authorized, franchised dealers. Copyright 1949

about that Television set you're going to buy

Almost overnight...

Muntz TV has become the low cost sensation of the industry... the set you didn't expect for years to come. You've heard and read and wondered about it... but now, in your own living room (if you live in a Muntz TV city*) see for yourself the TV miracle that has taken most of the nation by absolute storm. Learn first hand the wonder of its "years ahead" features and performance, childlike ease of operation... and most important, its market-shattering Direct "Muntz-To-You" price!

REMEMBER... NO DEALERS; your living room is the Muntz showroom... and a corps of Muntz representatives await your call to bring a 12½" Table Model to your home within the hour for a demonstration *without cost or obligation!*

*Note: Muntz is coming to your city! Unless you're impatient, it might be wise to wait!

cash or terms
no charge
for installation

In Walnut, Mahogany and Blonde.

...will it be a MUNTZ TV



...with the refreshing, trouble-free simplicity of famous "One Knob Picture Control!" Up to six dials usually found on other sets are completely eliminated by this astonishing Muntz advancement. Does away with annoying adjustment and frequent re-tuning each time you select or change channels! Simply select your station... there's your sound and picture...instantly! perfectly! automatically!

...will it be a MUNTZ TV



...with the original Muntz built-in All Channel internal antenna, requiring no other aerial installation, in most areas, for superb performance!

...will it be a MUNTZ TV



...with the acclaimed UHF-adaptable Muntz Tuner, eliminating several dial adjustments, frequent servicing and possible costly conversion for future UHF reception! A remarkable Tuned Input (RF) Stage provides a better, clearer image, isolating the oscillator stage to prevent antenna radiation. And when and if UHF comes, you're ready for it!

...will it be a MUNTZ TV



...with the simplest, most ingenious unit-assembly design in America!...Fewer tubes and components engineered into an oversize chassis for better air circulation; less weight and sources of trouble; lowest watt consumption (160W) of any big screen receiver on the market.

...will it be a MUNTZ TV



...with the optional "Eye Saver" Black Tube to provide corrected screen reception; eye-resting clarity and definition. Ask your oculist about this important health factor.

...will it be a MUNTZ TV



...with NO DEALERS...no middlemen profits...providing the lower, market-shattering "Muntz To You" price. Cash or terms...no charge for installation...the lowest priced, full sized CALIBRE TV receiver in all America...lower, even, than local "off brand" makes!

...will it be a MUNTZ TV



...now in the "top ten" of the nation's TV manufacturers. Your television investment is safeguarded against "off-brand" orphanage by the resources, engineering experience and guarantee of the largest "Direct to you" TV sales and service organization the world has ever known!

...will it be a MUNTZ TV



...demonstrated without cost or obligation in your own living room before you even think of buying! A call right now brings a 12½" Table Model to your home within the hour.

in	call
NEW YORK	Illinois 8-6000
NEWARK	MArket 3-1967
PHILADELPHIA	LOcust 7-1860
BOSTON	KEEnore 6-5405
WASHINGTON DC	TUckrns 2600
BALTIMORE	CLifton 6200

in	call
DETROIT	TEexas 4-6660
CLEVELAND	UTah 1-9000
CHICAGO	GRaceland 7-1100
ST. LOUIS	MAin 9355
LOS ANGELES	HUdson 2-3321
LONG BEACH (Cal)	LB. 72221

America's Television Triumph!

Muntz TV



FACTORY AND GENERAL OFFICES • 1735 BELMONT, CHICAGO

SEQUEL

HEADSTANDER IS OFF AGAIN

Last year an uninhibited young man named John Nichols demonstrated his distaste for state capitols by having his picture taken upended in front of all 48 of them (LIFE, Feb. 9, 1948). He began with the U.S. Capitol dome as a sample and wound up so satisfied with his work that he started off on another tour—"a gastronomic survey" during which he is photographed tasting a regional dish or drink in every state. So far he has covered 23 of them, biting into everything from shoo-fly pie (Pennsylvania) to *panucho* (Arizona)—not, however, while standing on his head.



1948 TOUR BEGAN AT U.S. CAPITOL



A MANHATTAN IN NEW YORK



CORN IN IOWA



AN APPLE IN WASHINGTON



LAKE PERCH IN ILLINOIS



WHEAT BREAD IN NORTH DAKOTA



SHOO-FLY PIE IN PENNSYLVANIA

CONTINUED ON NEXT PAGE



No Wonder...

it's America's most wanted gabardine



100% all-virgin wool worsted of finest quality and appearance yet priced surprisingly low—a rare and welcome combination!

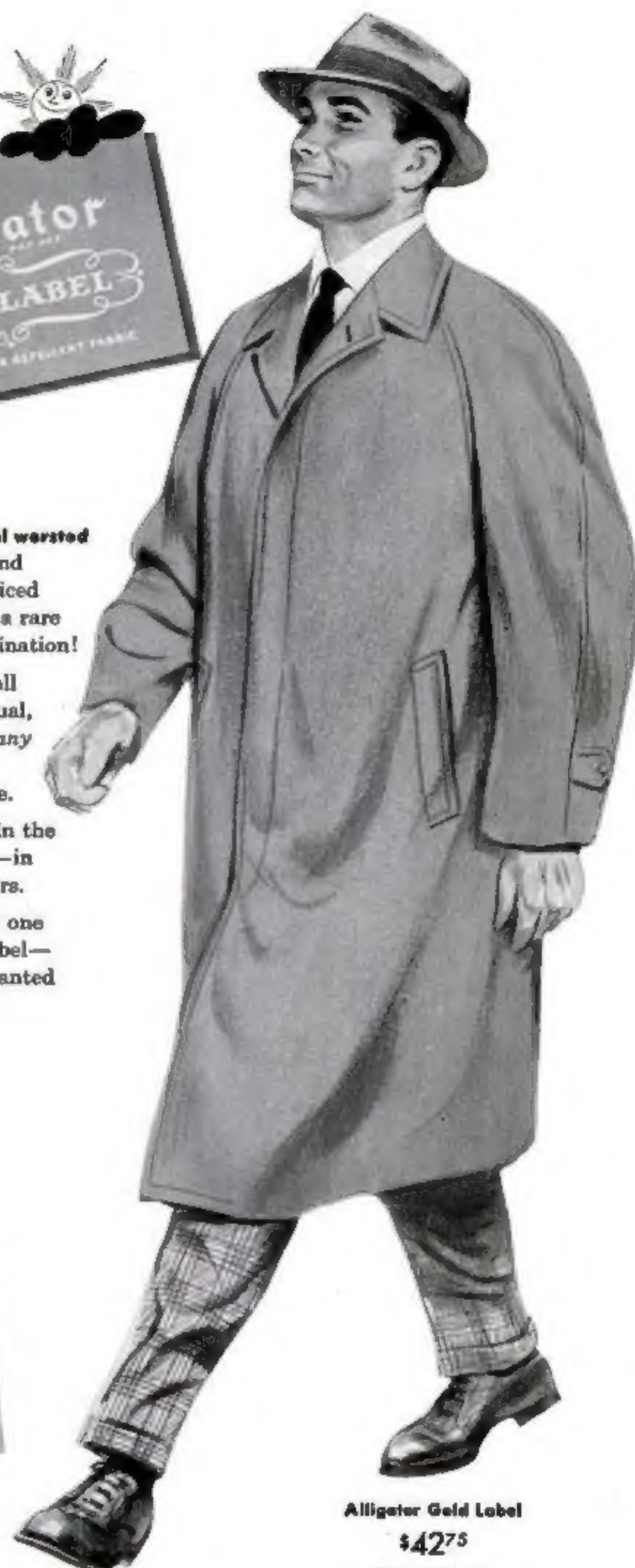
The most useful of all coats—smart, casual, comfortable—for any weather. Water repellent, of course.

Distinctively styled in the Alligator manner—in choice of rich colors.

See it! Buy it!—the one and only Gold Label—America's most wanted Gabardine!



Gold Label with zip-in lining \$53.50



Alligator Gold Label \$42.75

Other Alligator Rainwear \$7.50 to \$53.50

The Alligator Company, St. Louis, New York, Los Angeles.

BETTER DEALERS FEATURE:

ALLIGATOR

Rainwear

because ... IT'S SURE TO RAIN!

All-day WAISTLINE COMFORT

even when you sit, stoop, bend



Every time you sit, stoop, or bend, your waistline expands 1½ to 3 inches.

So — get into a Nemo Adjustable

Waist! Its elastic Magic "V" self-adjusts to this inevitable spread, slimming you into "Visible Beauty, Invisible Comfort." Batiste, Nylon, satin. At all good stores. From \$7.50.

Nemo

ADJUSTABLE WAIST
FOUNDATIONS

WITH THE PATENTED MAGIC "V"

© 1949, KOPS BROS., INC., 305 5TH AVE., N.Y.C. 14

Sequel CONTINUED



IN ARIZONA Nichols gnaws on panucho, a nourishing Mexican bread.



IN IDAHO he squats beside auto license plate to chew on a baking potato.



IN NEW MEXICO he grips a rattlesnake. Meat is considered a delicacy.



IN TEXAS, beside a chuck wagon, he nibbles a joint of fresh-cooked beef.



IN MINNESOTA, with his digestion still relatively unimpaired, Nichols confronts 23-pound northern pike well stiffened from severe case of rigor mortis.

FINAL SMASHING CHAPTER! ON TELEVISION "CRUSADE in EUROPE"

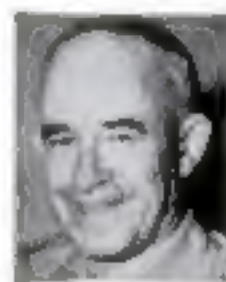
*THURS., OCT. 27—A REVIEW



A magnificent summary of the whole gigantic struggle: the fall of France... Pearl Harbor... North Africa... Sicily... Italian campaign... D-Day... and then:



The victory drive... Battle of the Bulge... crossing of the Rhine... fall of Berlin... collapse of Germany. Don't miss this last thrilling chapter of LIFE & TIME's presentation of Eisenhower's book.



"I know you will be grateful to LIFE & TIME as I am for this dramatic reminder of our greatness."

—GENERAL
OMAR BRADLEY

"I wouldn't dream of missing this one."

—JOHN CROSBY
N. Y. Herald-Tribune

"Here, at last, television lives up to its promise."

—Houston Post



"An outstanding job...intensely moving."

—JOHN M. COOPER, INS

"Magnificent...moving...one of the top thrills TV has offered."

—Philadelphia Inquirer

"Stamped with blazing authenticity and power."

—SAM LESNER
Chicago News

"The most important telecast feature of all time."

—Binghamton (N.Y.) Press



*On different evenings in some cities.
See your newspaper for evening and time.

Showing in 33 cities—ABC network

LIFE & TIME
The Weekly Newsmagazine
TELEVISION PRESENTATION



Battle Royal in Belgium



1 "800 husky, plumed knights were taking over the town when I arrived in Binche," writes an American friend of Canadian Club. "There was such bedlam that I thought it was a battle. Then I saw that the only 'weapons' were oranges flung in fun by the elaborately costumed townspeople they call Gilles. I was swept along in the swirling carnival crowd until some friendly Gilles rescued me."



2 "I tried on one of the towering, top-heavy hats with its knightly plumes. It was all I could do to balance it on my head. But for three hectic days the Gilles wear them to celebrate this colorful carnival that originated 400 years ago."



3 "Climax of the carnival comes on the third day—the day I arrived in Binche. All 800 Gilles do a street dance, pelting everybody with oranges that symbolize abundance. Little copper bells on their costumes joined with the pounding rhythm of their wooden shoes to make a clamor that was too much for me."



4 "I thought I'd escaped the pandemonium at a side-street cafe. Then suddenly four Gilles appeared, tossing oranges, just as my waiter came out... with a bottle of Canadian Club."

5 "Hold your fire," I shouted to the Gilles, "and I'll show you how we celebrate back home... with Canadian Club." As they joined me in a round of highballs, I asked the cafe owner, "How did you happen to bring Canadian Club?" He replied "M'sieu asked me for the best in the house, did he not? That always means Canadian Club..."

everywhere." Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon... and every drop of Canadian Club is six years old. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

“Canadian Club” MADE IN CANADA
BY
HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof.



Copyrighted material

NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS—

NOT ONE SINGLE CASE OF THROAT IRRITATION *due to smoking* **CAMELS!**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.



HOW MILD CAN A CIGARETTE BE? Smoke CAMELS for 30 days, and see!

You've noted the doctors' report (*above*). But you can't know, first hand, how mild a cigarette can be—*until you've made your own test!* Smoke only Camels for the next 30 days. Compare them in your "T-Zone". See if you, too, don't rate Camels the *mildest, best-tasting* cigarette you ever smoked!



AQUA-SKIING STARS AGREE!

A spectacular team in a spectacular sport, Martha Mitchell and Margie Fletcher get together on their favorite cigarette. Says Martha: "Camels met my mildness test 100%." Margie adds: "And every Camel tastes so good—every puff of it!"

30-DAY MILDNESS TEST WINNING SMOKER AFTER SMOKER TO CAMELS!

The report gets around! One smoker tells another, until today *thousands* are making the Camel 30-Day Test... and changing to Camels for *keeps!* To millions more, of course, Camel mildness is not news. As ace bowler Joe Wilman (*right*) puts it: "My test of Camels covers years, not days! I *know* how mild they are—how good they taste!"



H. J. Bernstein Tobacco Co., Winston-Salem, N. C.

Start your own 30-Day Camel Mildness Test Today!